

Curriculum Vitae

Personal information

Name: Dirk Ziegner
Date of birth: 30th November, 1970
Place of birth: Cologne, Germany
Family status: Married with Michaela (48)
Two children, Lukas (24) and Lena (20)
Living in Frechen, near Cologne
Citizenship: German



Short Profile

- More than 25 years of experience in the tech industry, specialised on software engineering, web application development and operations
- Experienced digital lead and change manager
- Responsible for tech organisations from 3 up to 50 people
- Strong advocate of agile principles and self-organisation
- Open, honest, straight and direct communicator
- Reliable and loyal
- Loving Portugal, hiking the Alps, Gravel biking and my family

Employment History

02/2018 - today

Studitemps GmbH / jobvalley

Vice President Engineering & Technology (until 05/21: Head of Development & IT)

Since February 2018 I lead the engineering department of Studitemps. We build the leading digital platform for flexible work in Germany. With a strong and mature agile mindset, our seven teams build customer-centric solutions for academics, corporate customers and our internal staff. Our tech stack includes Elixir, Ruby, Flutter, React, Heroku, Gatsby and much more. Following the DDD principles, we established a network of independent domain-bound services as our main architectural approach and invest heavily into ML-based matching algorithms.

Responsibilities:

- Growing the engineering department from two to seven teams while preserving a culture of self-organisation and autonomy within the product teams
- Successful replacement of the companies' main legacy software system with a modern (Micro)service architecture
- Successful implementation of a data-driven culture and establishment of a data team which later became the Data & Analytics department
- Creator and driver of the companies' overall digital strategy and long-term vision as part of the senior management team
- Establishing a professional mobile development unit for iOS and Android using the hybrid development framework Flutter
- Successful establishment of a remote-first work environment and internationalisation of the engineering department
- Key impetus for company-wide transformation and change initiatives to establish a higher level of business agility, a data-driven culture and more cross-functional collaboration throughout the company

08/2014 - 01/2018

ETECTURE GmbH
Operations Director

From Summer 2014 to January 2018 I established and managed the ETECTURE office in Düsseldorf. With a team of highly skilled consultants and engineers we supported our clients in all stages of their digital projects: Digital Strategy, Consulting, Conception and Implementation. We worked on global projects with international clients in France, Sweden, UK and Switzerland.

Responsibilities:

- Management of the establishment of the ETECTURE office in Düsseldorf
- Financial responsibility for all business activities at ETECTURE Düsseldorf
- Managing staff and building up a team of developers and project managers
- Setting up a strategic specialization in Drupal / Symfony
- Business Development, New Business
- Account management
- Technical consulting of clients and agencies
- Project management (agile and classic)
- Steering of Offshore team in Indonesia
- Working in projects for Nestlé Germany, EHI Retail Institute, Provinzial Insurances, auxmoney, Nestea, Ogilvy Germany, Audi Switzerland, Roche UK in different roles

09/2012 - 07/2014

ETECTURE GmbH
Process Master

For my next career step it was obvious to me that I wanted to work in an agile company. After all I learned about Agile, I wanted to find a position in a company which was also believing in the agile ways of managing software development. I did not plan to end up in Frankfurt but the position as Process Master at ETECTURE was so interesting that I started to commute by train every day. ETECTURE was a

network organization at that time and each team was a self-organized business entity run by a Business Owner and a Process Master. Within this business entity there were multiple project teams. We built large-scale software solutions for huge clients like BMW, ING or Nestlé, often in close collaboration with the Ogilvy&Mather agency network.

Responsibilities:

- Agile project management / Scrum Masters in different teams and software development projects using Java J2EE and PHP for clients such as BMW AG, BMW USA, BMW Financial Services, Techem Energy Services GmbH, EKZ Library Service GmbH, OgilvyOne or Bayer HealthCare
- Unit lead with staff responsibility as "Process Masters" for more than 20 employees from different disciplines
- Coaching of agile software development methods (Scrum, Kanban) and agile contract models
- Conducting workshops and lectures on topics of agile software development, testing (TDD, BDD) and agile contracts
- Responsibility for internal IT infrastructure projects in the role of Product Owner
- Responsibility for internal software development project as Product Owner

07/2008 - 04/2012

Caroo GmbH (Media Ventures spin-off)
Head of Development and Technology

After being successfully spun off into a separate company, I continued to be responsible for the development of one of the largest marketplaces for used cars in Germany, pkw.de. Together with a fantastic team of young and hungry developers I built multiple platforms as an ecosystem for buying and selling cars using Ruby on Rails, MongoDB, Scrum, Extreme Programming, Canberra, TDD, BDD and Continuous Delivery (CI/CD).

Responsibilities:

- Technical responsibility for the development and operations of multiple web applications written in Ruby on Rails: pkw.de (online car marketplace), gehts-noch-besser.de, autotest.de (car rating platform), caroo.de (car configuration system).
- Project lead / Product owner for internal technical projects (CRM system, billing service, Data import service)
- Business process analysis
- Implemented Scrum and Kanban
- Agile practitioner and Scrum Master
- Responsible for a team of up to 10 developers and system administrators.
- Implemented a SOA and Continuous Deployment at pkw.de
- Contract negotiations with external partners
- Led an Offshore outsourcing team in Indonesia
- Head of internal IT: Setting up of an external call center for 25 call agents located in Essen, Germany.

01/2007 - 06/2008

Media Ventures GmbH

Technical Project lead pkw.de

Technical project management for multiple digital platforms from the Mediaventures portfolio: Starting with the dating platform neu.de, I quickly took over responsibility for the next-gen car marketplace pkw.de. I also supported the travel platform weg.de for a while.

Responsibilities:

- Project management of external development companies.
- Building up of internal development team for pkw.de.
- Implementation of XP practises.

- Interim technical project manager for Typo3 based travel website weg.de.

04/2004 - 12/2006

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Founder and CEO

Responsibilities:

Customer acquisition, proposals, pricing, conception, project management, requirements analysis, Software development

01/2002 - 06/2003

Motena AG

Co-Founder

While working at NET communications, I founded a startup which was far ahead of its time. In 2002 I was part of the founding team and built Germany's first online car dealership. I was responsible for the entire technology behind the platform and did all the programming of version 1. In the end I was not bold enough and missed the chance to completely jump on board. I left, Motena grew, moved to Berlin and later was sold to the Weller Group.

07/1997 - 04/2004

NET communications GmbH

Partner & Team Lead Software-Development

In 1997 I joined NET communications, an early online agency founded in Cologne, and quickly became a partner. My first mission was to connect the LAN of our small office to the internet using a dial-up connection on a proxy PC. Suddenly everybody was able to access the internet. Magic!

I developed static websites, learned PHP and SQL to write 'dynamic' webpages, created web designs, became a project manager and team lead. We were more than just a company. We were friends and the possibilities seemed to be endless. Projects quickly became bigger. We cooperated with the DSF, later Sport1, created the official website of the ice hockey world championship for the IHWC and wrote the first prototype of Maxdome - a visionary video streaming platform of the Kirch Group. We built our own products like Forvita, a health platform, and developed one of the first

online pharmacies in Germany. 9/11 and the DotCom crash ended this wonderful era painfully.

Responsibilities:

Project management, requirements analysis, software development

07/1996 - 07/1997

CCE Systemhaus GmbH

Web developer

Running a business in an industry that doesn't exist yet wasn't easy and I needed money. So I took the opportunity to start as a Web Developer at CCE in Osnabrück, which was part of the Matzner Group. They owned a super-fast leased line and tried to identify new business ideas in the field of websites and the internet. There I met Heiner, a skilled Linux expert who taught me everything I needed to know about networking protocols and UNIX servers.

02/1994 - 02/1996

Creative Web

Founder, Web developer

Creative Web was not only the first business I started - it probably was one of the first digital businesses at all in 1994. We taught ourselves to write HTML and FTP'd files to remote servers somewhere in the world. Voila - a digital agency was born. Marketing was done by letter (the real ones, on paper) by sending hundreds of them to every Newspaper, Magazine or Publishing Agency in Germany. TV Today took the bait and we built their web directory. Great time and a lot of lessons learned.

Education

03/2009 - 08/2012

FOM Hochschule für Oekonomie & Management

University of Applied Sciences

Business IT (university studies parallel to the job)

Bachelor of Science (August 2013)

1992 - 1996

University Cologne

Economics

1981 - 1991

Georg-Buechner-Gymnasium, Cologne

Degree: Abitur (A-level equivalent)

1977 - 1981

Clarenhof-Grundschule, Cologne

Primary school

Languages

German	Native speaker
English	Fluent speaking and writing
French	Basic knowledge
Portuguese	Basic knowledge