Curriculum Vitae

Personal information

Name:	Dirk Ziegener
Date of birth:	30th November,1970
Place of birth:	Cologne, Germany
Family status:	Married with Michaela
	Two adult children, Lukas and Lena
	Living in Frechen, near Cologne
Citizenship:	German

Short Profile

- Over 25 years of experience in the tech industry, specialised on agile software development in SaaS/Cloud-based environments

- Experienced digital lead and change manager

- Responsible for tech organisations up to 60 people

- Strong advocate of systems thinking, agile principles, self-organisation and human-centric organisations

- Open, honest, straight and direct communicator

- Reliable and loyal

- I love road cycling, mountain hiking and spending time with my family - preferably in Portugal

Employment History

02/2018 - today
Studitemps GmbH / jobvalley
Vice President Engineering & Technology *(until 05/21: Head of Development & IT)*

Since February 2018, I have been responsible for the software engineering department at jobvalley (Studitemps GmbH). jobvalley aims to build the leading digital platform for flexible work in Germany. Following the DDD principles, we established a network of independent domain-bound services as our main architectural approach. The tech stack included Elixir, Ruby, Flutter and React and is cloud-natively hosted at Heroku, incorporating services from GCP and AWS.

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, cloud-based (Micro)service architecture

- Overseeing the implementation of a fully-digital SaaS platform for temping, which offers a seamless self-service to both involved client groups, talents and corporate clients.

- 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

- Continuous professionalisation of the Engineering Department through the introduction of team structures, roles and working methods

- 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

After an internal restructuring of our organisation including the management team, I temporarily took over the additional responsibility for the Product department from 10/2022 to 09/2023. Being passionate about user-centric product development, I lead a team of Product Owners and UX specialists. In this time we developed a new Product Vision for jobvalley's service offering, improved the company-wide collaboration with our Stakeholders and rolled-out a new product strategy for one of our brands. In September 2023 I seamlessly handed over the Product department to the new Head of Product and since then work in close collaboration with her.

Additional **Responsibilities:**

- Definition of product vision and strategy for a multi-brand service offering

- Lead a team of six cross-functional product teams including Product Owners, UX, Software Engineers and QA

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 specialisation 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 Versicherung, auxmoney, Nestea, Ogilvy Germany, Audi Switzerland and Roche UK.

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 Deplyoment 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 Mediaventure's 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.

References

References available upon request

Education

03/2009 - 08/2012

FOM Hochschule für Oekonomie & Management
University of Applied Sciences
Business IT (Wirtschaftsinformatik, part-time studies in parallel to job)
Degree: Bachelor of Science

1992 - 1996

University of Cologne
Economics (Volkswirtschaftslehre, VWL)
No graduation

1981 - 1991

Georg-Buechner-Gymnasium, Cologne
Degree: Abitur (A-level equivalent)

Languages

German   Native speaker

English   Fluent speaking and writing

Portuguese,   Basic knowledge
French,
Dutch

Personal Summary

After more than 25 years in the tech industry, I have found out what is important to me in my life and what I would rather do without. I have a solid foundation of values and aim to work in environments where these values are shared.

I believe in empowered teams, the power of intrinsic motivation through Purpose, Mastery and Autonomy and in Human-Centric organisations. We are all adults and don't need micro management and paralysing corporate bureaucracy. In order for companies to thrive, real business agility is needed.

During my long career, I have come into contact with all kinds of technical developments, sometimes more, sometimes less: Virtualisation, containerisation, cloud migrations, software as a service solutions, front-end and back-end architectures, mobile apps, distributed systems, APIs, platforms, machine learning and Artificial Intelligence.

I know and understand both sides equally well: the requirements and needs of the business side as well as the realities of software development. I am convinced that technology only delivers real added value if it is closely aligned with business needs and contributes directly to them. This requires organisations that view software development not as a mere implementation of requirements, but as an integral part of the business strategy, as an important part of every decision, as an enabler and driver.