Jeroen de Jong

Scrum Master, Agile Coach, Facilitator, Trainer

EXPERIENCE

Agile Enthusiast — Hilversum, NL — *Allict B.V.*

APRIL 2009 - PRESENT

Allict is my own company and personal holding.

Keywords: Liberating Structures, Meetups, Facilitation, Workshops (et al.)

Scrum Master / Agile Coach — Heerlen, NL — *Medtronic*

JULY 2023 - PRESENT

As the Scrum Master for the mobile app team in the Diabetes area, I improved our way of working and provided training to Product Owners.

Keywords: Scaled, Remote, Mobile, Way of Working, Planview, Planisware, SNOW (et al.)

Agile Coach / Scrum Master — Amsterdam, NL — *Miele X*

NOVEMBER 2022 - MAY 2023

I guided four multicultural Scrum teams to be more high-performing and challenged the organization to improve its way of working.

Keywords: Scaled Agile, Kanban, Facilitation, Workshops, MS Teams, JIRA (et al.)

Agile Coach — Nederhorst den Berg, NL — *123inkt.nl*

MARCH 2022 - NOVEMBER 2022

I designed and conducted training in Scrum and Agile, and provided coaching and training to a group of IT department employees.

Keywords: Agile Mentoring, Facilitation, Training, Workshops (et al.)

Scrum Master — Amsterdam, NL — *DPG Media IT*

MAY 2021 - MARCH 2022

I was responsible for guiding two teams, implementing Portfolio Management, and improving the way of working within the B2B Area.

Keywords: Scaled Agile, DevOps, Way of working, Remote, Facilitation (et al.)

Scrum Master — Amsterdam, NL — *ABN AMRO Bank*

MAY 2019 - MAY 2021

I was responsible for coaching multiple (colocated and distributed) multicultural Scrum teams in their journey to become DevOps.

Keywords: Scaled Agile, DevOps, Azure, Offshore, ServiceNow, JIRA, ITIL (et al.)

Agile at heart, jack-of-all-trades — *There is a lot more!*

JANUARY 1999 - PRESENT

If you are interested in my previous positions and achievements, please visit my profile on LinkedIn (linkedin.com/in/allict/) or give me a call, and I'll be happy to elaborate in person.

Keywords: Scrum, Agile, Lean Startup, TOC, Kanban, XP, Holacracy, DevOps (et al.)

CONTACT

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EDUCATION

Hogeschool van Utrecht
HBO, Ing. (Bachelor of ICT)
Software Engineering
2001 - 2005

Alberdingk Thijm College (ATC)
VWO, Economie en Maatschappij
1995 - 2001

CERTIFICATES & LICENCES

Professional Scrum Trainer

Obeya Coach

Certified System Thinking Associate

Professional Master Team Dynamics 1.0

unFIX Foundation workshop

Training from the BACK of the Room!

Certified Agile Leadership (CAL-O)

ICAgile Certified Prof. - Agile Coaching

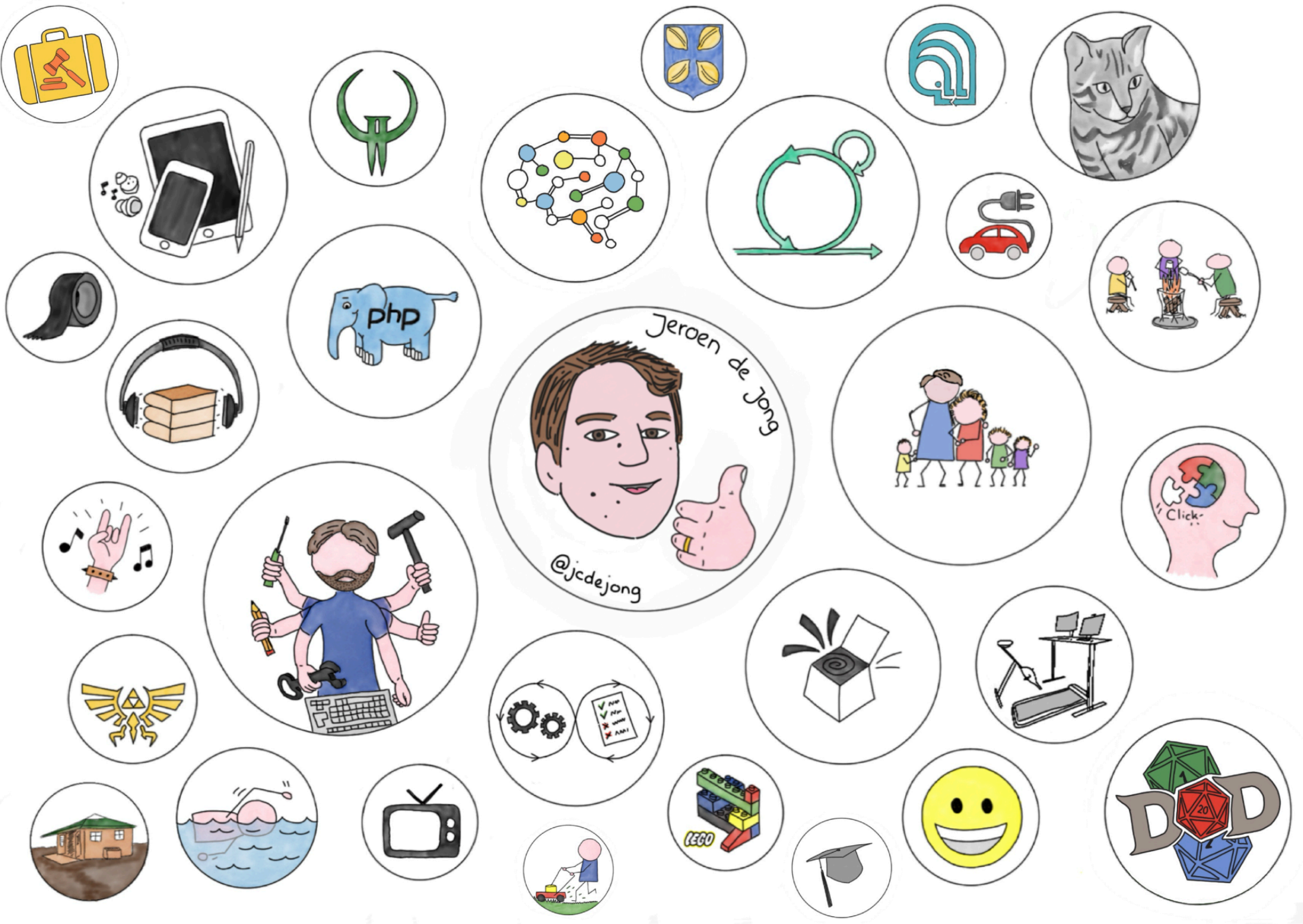Certified SAFe® 5 & 6 Agilist (SA)

Scaled Professional Scrum

Professional Scrum Master I + II + III

Professional Scrum with Kanban I

And all other Scrum.org certificates except PSPO III and PSF Skills

LANGUAGES

Dutch (C2), English (C1)

Jeroen de Jong

@jcdejong

How it all started

For as long as I can remember, I've been curious to learn new things. When my parents first got a computer, I was immediately intrigued by it, and it didn't take long before I started experimenting with the machine.

By fiddling around, reading books, and talking to friends, I discovered how that device could do my bidding. In high school, I played video games and started organizing LAN parties. I learned to build and configure my computer, operating systems, local network, and later websites and online servers.

Just like my father, I have an entrepreneurial mindset. When my father started selling computers in his store, I started giving support to his customers. In college, I had numerous side projects that led me to start my own company alongside two classmates. The online auction, which I created at the end of my graduation internship and later evolved into VakantieVeilingen.nl, marked the beginning of my professional career.

When I found my passion for Scrum and Agile

In 2011, I fell in love with Agile and Scrum. To me, it felt so natural and resembled the things I was already doing on my own. It not only explained why all my initial projects seemed to work so well. It also explained why things started to fail after our companies grew, even though we implemented the "professional practices" I learned in college.

The empirical process allowed me to do what needed to be done and made me a jack-of-all-trades. About 10 years ago, I was juggling too many balls across multiple companies. After reflecting on my diverse activities, I decided to focus on what truly energizes me: inspiring and guiding others to overcome challenges by leveraging my strengths in facilitation, mentoring, and problem-solving.

I am dedicated to sharing my knowledge and experiences, aiming to give others the same excitement and joy I felt in my early career. My goal is to help build teams that thrive on collaboration and success.

How I will continue my journey

I love learning, trying new things, and sharing my knowledge with others. I'm actively involved in the global Agile community, attending and organizing meetups and public workshops. I also tend to create communities within organizations; it's the best way to stimulate knowledge sharing, build your network, and learn on the job.

I have spoken, trained, and facilitated at conferences, meetups, workshops, and podcasts:

- Multiple sessions about Liberating Structures (including a 2-day Immersion Workshop with The Liberators, and 1-day workshops as part of the Tribers Trainee program)
- Stop doing Scrum! Recorded at Comference and TechNight and accepted for XP Days in 2020.
- Lots of sessions during Open Spaces, Conferences, and meetups with titles like "How to engage everyone in a distributed team.", "So, there is a new Scrum Guide…", "Play with Technical Debt", "Getting Things Done in Agile", "How to use Gamification to improve your sessions", "Drawn to Connect".
- An interview on the Scrum Master Toolbox Podcast
- An episode of the By the Campfire Podcast: Improving yourself one step at a time

I began my journey as a Professional Scrum Trainer at Scrum.org, teaching the APS-SD, PPDV, and PSPBM Skills classes in 2023. Additionally, I became an Obeya Coach, instructing the Obeya Fundamentals, Builder, and Host courses in 2024.

How my life looks like

I'm now 42 years old, and together with my wife, my sons (8 and 12), and my daughter (10), we live in the center of Hilversum. In my spare time, I enjoy swimming, walking, or cycling in the woods, playing video games or Dungeons & Dragons, watching television series, reading or listening to books, building with Legos, and spending time at Camping Bakkum.

Board Member — NL — *Dutch Web Alliance (DWA)*

APRIL 2014 - PRESENT

The DWA is a professional alliance of independent web technologists whose goal is to share, improve, and innovate web technologies for businesses and governments. With the combined knowledge of our members, we provide maximum value to businesses.

Keywords: Dutch, Professional Network, Meetups, Knowledge Sharing, Continuous Learning, Sparring (et al.)

Scrum Coach — Amstelveen, NL — *LTP / Psybizz*

JULY 2017 - JAN 2019

At LTP, I coached the Development Team (Psybizz), Scrum Master, and Product Owners, facilitated a Scrum training, gave advice regarding their development process, deployment pipeline, and system architecture. And eventually helped maintain their (legacy) software as a Developer.

Keywords: DevOps, AWS, JIRA, GitLab CI/CD, Event Sourcing, CQRS, Docker, PHP, Ubuntu linux (et al.)

Product Owner (et al.) — Hilversum, NL — *Magical Media*

JANUARY 2014 - DECEMBER 2021

I helped our company create a system for personalized online video messages, including santavideo.com, videoperenoel.com, persoonlijkevideo.ajax.nl, and videovansint.nl.

Initially, I fulfilled the role of Product Owner and collaborated with a third party who would develop the website and system. Unfortunately, we had to conclude that the company was unable to deliver the required system in time. At that point, I switched to the role of Developer and connected with an old colleague, with whom we developed the MVP, which we used to deliver over 30.000 personalized videos to the customers of De Club van Sinterklaas in 2014.

In the years that followed, we improved the system and developed mobile applications as a fully remote team. Since 2018 I've handed over my tasks and only focused as a System Administrator on hosting all services.

We did not follow any particular agile framework, but I facilitated events that resemble a Retrospective and Review where needed. I implemented DevOps practices, like code reviews, pair programming, trunk-based development, continuous integration, and continuous deployment. And we tracked the progress of our work and the backlog first in YouTrack and later in ClickUp.

Currently, the company only operates seasonal products, and I reduced my involvement to a minimum.

Keywords: DevOps, Remote, YouTrack, ClickUp, CI/CD, Jenkins, AWS, Docker, Ansible, PHP, MySQL, CQRS, FFmpeg, Adobe Premiere (et al.)

Agile Coach (et al.) — Hilversum, NL — *E-ngine & DMARC Analyzer*

JANUARY 2007 - SEPTEMBER 2017

We started the company E-ngine as a joint venture between Rotor Solutions and Emesa. The role I fulfilled can be considered a DevOps engineer. Until 2010 I helped build the system, scaled the servers, and shaped the organization, allowing us to become a competitive Email Service Provider in the Netherlands and serving customers like Roompot Vakantieparken, ID&T, Telegraaf Media Group, Social Deal, Groupdeal, and BMW.

In 2014 I started working again for the company. As Solution Architect, I created the plans to move a newly developed product called DMARC Analyzer into the AWS cloud. And I made a proposition on how we could achieve the ISO 27001 / ISAE3402 certifications. As an Email Deliverability Expert, I advised on how we could increase the deliverability of our emails and that of our customers. As an Agile Coach, I introduced Kanban, coached the Product Owner and Development team. And I made sure we started using a Continuous Delivery pipeline and other DevOps practices.

In June 2017, I stopped working for the company, and I eventually sold my shares in May 2018.

Keywords: DevOps, Mantis, YouTrack, Jenkins, AWS, Linux, OpenVZ, High Availability, PHP, Elastic Search, Email (et al.)

All Scrum Accountabilities (et al.) — NL — *eFuture Group*

FEBRUARY 2005 - JUNE 2017

The eFuture Group consisted of different companies for which I worked via my own companies, Rotor Solutions, and Allict. Examples of companies are Beurswatch, eFuture, Emesa (vakantieveilingen.nl), AdQuest, AtNoon, 5MinutenTV, Happybee, OneDream (jiggy.nl), Wikimia, VoordeelVanger, De Verzekerings-vergelijker.nl, and MyFlavours.

I am most proud of VakantieVeilingen.nl, which originated from a marketing campaign that I devised with Michael van Beers, and I helped grow into a successful company until it was sold in 2011.

Within the eFuture Group, we tried implementing the Holacracy framework, and therefore most people had multiple responsibilities. Depending on the project's need, I fulfilled almost all technical roles imaginable over the years, ranging from Customer Support to IT Manager. Since 2011 my focus has been on the three roles described in the Scrum Guide. After 2015 I was mainly accountable as Agile Coach but still acted as a backup for the Developer, Solution Architect, and System Administrator roles.

Over the years, I've experimented with many project methods and frameworks (including Waterfall, DSDM, Lean Startup, Scrum, Kanban, and DevOps) and tools to track our work (including Mantis, JIRA, YouTrack, and Asana).

Keywords: Dutch, DevOps, Asana, YouTrack, CI/CD, Jenkins, Linux, OpenVZ, High Availability, High Traffic, PHP, SOLR, Marketing (et al.)

All Scrum Accountabilities (et al.) — Hilversum, NL — *Live@ & 24LiveEDM*

JANUARY 2011 - DECEMBER 2016

For Live@, we wanted to create a unique social platform for events and entertainment. Our users could enjoy the thrill of a new upcoming event with their friends, buy tickets online, check in, share and discover new events based on their personal preferences.

In 2010 I heard about the Scrum Framework, and in early 2011 I followed a Scrum Foundation workshop, after which I decided to give it a try for this new project. For the first year, I introduced the framework as a Scrum Master to our newly formed company. I encouraged the development team to use practices such as CI/CD and TDD. During that year, we also scaled up our workforce by collaborating with a team in India. After a year, I replaced the Product Owner and handed over my Scrum Master accountabilities to a colleague.

Unfortunately, we were unable to reach the number of customers we had hoped for. I've learned how important it is to release early and get feedback from real customers from this failure.

In early 2014 we tried rebooting the platform under the name 24LiveEDM with a smaller target audience. Although it looked promising, we couldn't make it a success.

Keywords: English, Multicultural, DevOps, Offshore Team, JIRA, CI/CD, Jenkins, TDD, BDD, Selenium, Linux, PHP, Python (et al.)

DevOps Engineer — Bordeaux, FR — *Loisirs Enchères*

JUNE 2013 - NOVEMBER 2015

Together with five partners, we brought the vakantieveilingen.nl (leisure auctions) concept to France. In this period, I was responsible for creating the initial backlog, developing the first MVP, bringing it to production, and validating the concept's viability in France.

In 2015 I handed over everything to a newly formed team in France. As a shareholder, I now only give occasional advice. In 2022 we had to file for bankruptcy due to the effect of the coronavirus pandemic.

Keywords: English, Lean Startup, Kanban, Product Owner, DevOps, Distributed Team, Mantis, AWS, Linux, PHP (et al.)

Solution Architect, Agile Coach — Barcelona, ES — *Ubeo (fka Subasta de Ocio)*

SEPTEMBER 2012 - OCTOBER 2014

Together with four partners, we brought the vakantieveilingen.nl (leisure auctions) concept to Spain. I formed a local development team, and together we created an MVP, which we used to prove the viability in that country.

After two years, I handed over all my responsibilities to the local team but stayed connected to the company as a shareholder and consultant. In 2021 the company, unfortunately, went bankrupt due to the effect of the coronavirus pandemic.

Keywords: English, Lean Startup, Scrum, Product Owner, DevOps, JIRA, VMWare Cloud, Linux, PHP (et al.)

Project Manager, Developer, IT Consultant — Voorschoten, NL — *Nemo Media*

JANUARY 2011 - DECEMBER 2013

Nemo Media is a small online media agency that helps its clients realize their online marketing goals. During these three years, I worked on different projects and fulfilled various roles.

As a Project Manager and IT Consultant, I guided a development team in the United Kingdom that developed the webshop for Goossens Wonen & Slapen. At the same time, I also coached their Product Owner to write better User Stories and prioritize the backlog.

As a Developer, I build multiple WordPress websites for customers of Nemo Media. Including Studio V&V, the Melanchthon comprehensive school, and the Dutch Minister of Foreign Affairs.

Within Nemo Media, I facilitated several brainstorming-, and project kickoff sessions and a Scrum introduction training.

Keywords: Dutch, English, Remote Team, DevOps, Redmine, Magento, WordPress, eCommerce, SEO, SEA, AS400, Linux, PHP (et al.)

Project Manager, Full-stack Developer — Hilversum, NL — *Rotor Solutions*

APRIL 2005 - DECEMBER 2010

Together with two classmates, I started this development company in 2005. We have worked on many online concepts, including CRM, CMS, Viral Marketing Games, Intranet applications, and E-Commerce systems. I left the company at the end of 2010 and started freelancing with Allict.

Keywords: Dutch, DSDM, Mantis, Linux, MySQL, PHP, WordPress (et al.)