



**DANDY
PEOPLE**

Mia Kolmodin

Enterprise Agile Coach & Trainer. Expert in Agile Product Management, Product Ownership, Lean UX and Lean Startup. Learning Designer & Change Agent, Co-Funder of Agilakontrakt.se and founder of Dandy People.

Example of Clients

- 3
- Expressen
- Sveriges Radio
- Viaplay
- Nordea
- Avanza

I help big organizations, companies and agencies to build an Agile mindset, transform and improve ways of working, leadership, organizations and culture to be able to innovate and deliver valuable products with shorter lead time, higher quality and with less work. I love to engage and create trust among people as well as enable teams and people to grow, making them have fun together, become stronger and more T-shaped in their skill set as well as making them work as a team taking on missions and delivering together and feel proud of their success.

My strongest focus the last 15 years has been to on WHY and WHAT to deliver something, and to WHO. It is important to gain customer and business value in the product development process as well as optimizing existing solutions to give the best impact. Today we call these kind of organizations and teams for Data Driven Development, Hypothesis Driven Development, Customer Centric Development and Lean Service Creation. I find that Agile and Lean UX ways of working is the best way to support this type of development and I have coined the expression "Lean Team" for this way of working in Agile setups.

"Mia har varit delaktig i uppbyggnaden av Expressens utvecklingsavdelning i sin roll som UX chef. Hennes målinriktade arbete med att införa och skapa förutsättningar för Lean UX i teamen med metoder, process och anställning av UXare med Lean UX-fokus, har hjälpt till att skapa de förutsättningar vi behöver för att kunna jobba snabbt, involverande och användarcentrerat."

Peter Frey, CPO/CTO Expressen

Engagement

Founder of Dandy People AB – April 2017

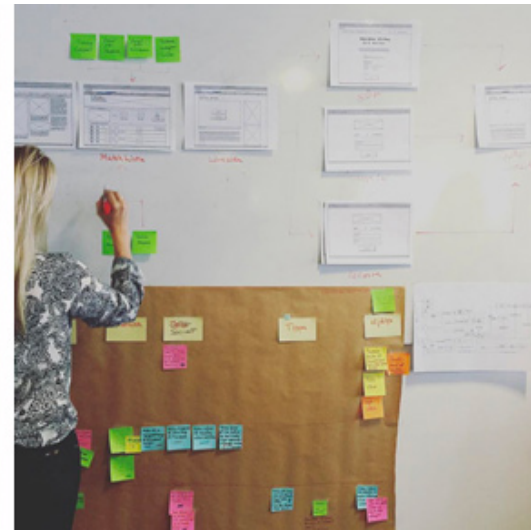
Founder and member of the board at Dandy People. For Successful Agile Change to Business Agility and Lean Service Creation. Agile Coaching, Training and Consulting,

Member Steering Committee at Hyper Island – August 2016 – May 2018

As a member of the steering committee of the Digital Business Program, the only member with Agile and UX competence, my role is to ensure the program is conducted in a good way by Hyper Island. That the students will be able to benefit from the training, that the modules is covering what they need to get attractive in the market and that the market has need for that kind of competence.

Co-funder, trainer and driver of the Network Agilakontrakt.se – August 2015 – Ongoing

I am co-funder and driver of the website agilakontra.se. In the last 3 years I have focused on spreading knowledge about Agile procurement and Agile contracting in Sweden and Scandinavia. As a part of the network we have initiated a website, agilakontrakt.se, collected success stories in written form as well as videos. We have also set up numerous of seminars, a 2-day Certified Agile Procurement training and two conferences in Copenhagen and Stockholm. All to spread the knowledge within procurement, both in the public sector as well as in the private, and build network with shared understanding around the topic and enable long term change.



Some of my Clients

Strategic Agile Transformation Coach - Agile Reboot @ 3 June 2018 - Ongoing

Coaching 3 to take their next step in their ongoing Agile journey towards high performance in complexity. Assessing, understanding and communicating the current state, crafting the vision and strategy for reaching their next level, and delivering the change in the organization together with the Dandy Reboot Team involving and empowering the people in the organization.

Leadership Coach @ Scania IT Leadership Team February 2018 - April 2018

Coaching the Leadership team of Scania IT in Servant Leadership. Assessing all leadership team members, creating awareness to what leadership in complexity means, building knowledge and interest in Servant Leadership and "Management Innovation" and starting discussions in the Leadership Team and through out the organization around Servant Leadership and what that means in practice in day to day life. And eventually supporting the Leadership Team in defining what Servant Leadership at Scania IT means.

Enterprise Agile Coach @ Sveriges Radio March 2017 - Ongoing

Coaching in Agile and Lean UX for POs and teams helping enabling strong Lean Teams, as well as creating a common base in Agile and Scrum for editorial staff and all teams involved in deliveries, including external parties. Also caching in Agile transformation from a organizational and cultural perspective and helping teams to co create and build on the same products as well as coached in innovation and management in Agile leadership and culture.

Enterprise Agile Coach and trainer @ Avanza May 2017 - June 2017

Coaching & training the Leadership Team and staff from both Product, Marketing and IT to come together and grow an Agile mindset and understanding for different ways of being Agile and benefits with different types of organizations helping the Avanza to transform to a new Agile product development organization. [I've blogged about it here >](#)

Enterprise Agile PO Coach & Trainer @ Nordea, CBP, Lending Stream September 2016 - May 2017

Coaching and Training CPO and PO-team in structured large scale Agile product development in SAFe in two release trains, 80 - 120 people, and developing in-house specific training modules for Product Ownership in Nordea.

Enterprise Agile Coach @ Databyrån, April 2016 - September 2017

Started to coach one person in one team in Agile/Lean UX and customer focused product development. After a total transformation in culture and ways of working with much better quality, shorter lead times, happy team and customers, the rest of the organization also wanted to learn more and we started to coach CEO, PM, PLs, other functions and all teams in an Agile transformation with continuous improvement and Scaled Agile with customer focus. Also I coached the CEO during this time of transformation twice a month.

Training and Coaching @ Nordea Cards, May 2016

Coaching and training in structured Agile product discovery over several teams with focus on collaborative user research and slicing deliveries with customer focus. Using primarily User Transaction Flow for research and visualization and User Story Mapping for planning and slicing horizontally.

Coaching Product Owners @ Nordnet, May 2016

Coaching Product owners in structured Agile discovery and delivery over several teams.

Coaching Product Management and UX @ Benify, March 2016 – November 2016

Coaching of the Chief Product Manager, the Product Management team and UX group in structured Agile discovery and delivery.

Innovation Coach @ Alumni Global, February – Mars 2016

Training, lecturing and coaching in innovation, Lean Startup, Lean UX and Agile.

Agile Product Owner Coach @ NetEnt, December 2015 – Mars 2016

Coaching Agile Product owners in the gaming- and frameworks teams.

Lean UX Coach, Trainer and Product Owner @ MittMedia, December 2015 – June 2016

Coaching and supporting cross functional Agile teams to start working with Lean UX on a regular basis building T-shaped team members and new ways of working with hypothesis driven development and customer focus. Also acting Product Owner in a innovation project to help build common ways of working together in a innovation project across the organization, involving development team, marketing and stakeholders as well as editorial staff and management. We managed to both create a strong Agile mindset across the organization, creating new collaboratively, data driven and experimental way of working with an understanding of the role of the Product Owner as well as delivering valuable outcomes with new streaming products and new improved payment process. Also coaching management on the development department as well as editorial management to support the change, as well as coaching, leading and training the UX competence group continuously on a weekly basis.

Industry Leader for UX @ Hyper Island Stockholm - September 2015 – October 2015,

Responsible for the 5 week long module of UX on the Digital Business program with 40 students. I was responsible for setting up the education, plan content and trainers according to learning outcomes as well as planning the case for the training. The training is experience based with lots of hands on practice mixed with lectures and mentoring. The content was Agile basics as well as Agile and Lean UX, design thinking and service design, in detail User Research, Ideation, prototyping, design principles, interaction design, usability testing, UI-design and client presentation connecting to business and user needs.

Lean UX Coach @ Expressen, August 2015 – November 2015

Coaching balanced teams in Agile Product Discovery and Lean UX.

UX Manager @ Expressen, December 2014 – August 2015

With a vision to work Agile, data driven and user centered with product development I gladly took on the assignment as UX manager at Expressens development department to help build up the department and specifically the UX-group and competence. I had staff liability with recruiting and coaching of UX-personel as well as making sure we spread our knowledge and networked with others working within design and at Expressen. I worked in the dev board, coaching the management team members to build and develop the department and grow an Agile culture. I was also responsible for enabling Agile discovery processes and methods across all the development teams and enabling both user research and user experience to scale over several product teams and platforms over time. We started to work structured with UX work doing usability testing on weekly basis in all teams inviting stake holders to join in as well as interviews on site in Stockholm and Gothenburg and eye tracking all devices. We created personas for the product based on both qualitative and quantitative data together with the BI department. Enabling A/B testing in the teams with tools and infrastructure, training and mentoring to build competence. Also we started to build a scalable user experience framework including graphic profile and design patterns to be used by all teams and devices.

Product Owner @ Ping Pong, oct 2014 – jan 2015

Assignment as Product Owner to work with one team (50%) and the new "Kursadministration". The project had already started, and they had done a very thorough requirements in the team but after 6 months the team had not delivered anything that could be used or tested. They asked me what I would do to help the team speed delivery up. I said I would define the MVP that could be launched to one of the clients, work close with that client and do sprint planning and usability as well as functional testing, and after launch of the MVP roll out the rest of the product client by client dependent of their needs and build up the product step by step. This is exactly what we did for the next 3 months that I joined them. According to the CEO they had never had such a successful project and both the client (SSL) and the team had never been please with how it worked and what they delivered.

Lean UX Coach @ Sveriges Radio 2014

Assignment to coach stake holders in the Digitala Medier Board, Leadership Team, Product Owners and UX group at Digitala Medier. The assignment was to help and support the first Lean UX project at SR to success and help create trust with stake holders in the Digitala Medier Board, and an understanding of what this new way of working meant for them to enable Digitala Medier to continue this way of working officially.

Chief Product Owner and Enterprise Agile Coach @ Viaplay, 2013 – 2014 (7 months)

As CPO at Viaplay my assignment was to coach the 7 product owners as well as stake holders to work in an Agile way with product ownership (continuously discovery and delivery). Also I was responsible for the Viaplay roadmap and communication with other departments as well as ongoing discovery activities on strategic level within Viaplay to delivery capabilities and meet deadlines. I worked to build strong relations between the departments (such as Marketing, UX and IT), to create a collaborative, customer centered, data driven and transparent culture and ways of working across the organization and in the teams. We visualized all the planned work and progress on a Product wall, had innovation workshops together with stake holders, started to do usability testing once a week as well as starting to do monthly big demos of both discovery and delivery work focusing on outcome and moving KPIs inviting the whole of Viaplay and streaming to all offices.

Agile UX for Public Procurement @ Kungliga Operan, 2013

Leading and execution hand on user centered agile requirements for public procurement. The Royal Opera needed support for their planning process that leaps over 5 years involving the whole of the organization end to end. We involved all roles in the requirement process, worked with impact goals, personas as well as scenarios and did a huge user story map that we sliced for must haves and nice to haves for Agile delivery.

Conversion Design @ PostkodLotteriet 2012 – 2013

Leading and execution of design for conversion design (CRO) and other ux-related tasks.

Agil UX Coach @ Adeprimo 2012

Coaching of balanced teams.

Conversion Strategy and Design @ Filmnet / TV4 2012

Leading and execution of conversion and usability audit and conversion design and communication strategy. (CRO).

Agile UX Consultant @ Aftonbladet / 2012 Mars - November

Leading and execution hand on UX-work in several internal and external systems, webb and apps. I was involved in the new "Tipsa!" function that is a part of all AB's digital platforms, we also built the admin system enabling the editorial staff to work seamless with tips coming in from readers.

Some of my open and inhouse trainings

Dandy People

Open Training "Build the Right Product – Innovation through Collaboration & Design Thinking", April 2018, Stockholm

– Open Training "Build the Right Product – Innovation through Collaboration & Design Thinking", November 2017, Zürich

– Open Training "Build the Right Product – Innovation through Collaboration & Design Thinking", October 2017, Stockholm

– [Öppen kurs, Lean Team, 2-3 maj](#) 2017

Crisp

– Öppen kurs, Product Discovery med Lean UX @ Crisp, 9-10 juni 2016

– Öppen kurs, Lean Team – Product Discovery och Delivery med ett team – @ Crisp, september 2016

– Öppen kurs, Product Discovery med Lean UX @ Crisp, september 2016

– Intern kurs, User Story Mapping @ Nordea, 1 dag, april 2016

– Intern kurs, Product Discovery med Lean UX @ Folksam, 2 dagar, april 2016

– Öppen kurs, Product Discovery med Lean UX @ Crisp, 7-8 december 2015

– Öppen kurs, Certifierad Agil Beställare @ Crisp, 5-6 november 2015

– Industry Leader @ Hyper Island Stockholm, Lean och Agil UX, ansvarig för 5 veckors utbildning för 40 personer, sept 2015 – oktober 2015

– Workshop för 30 personer på UX-open, "Så får du andra att förstå varför de ska jobba med Agil och Lean UX", 16 oktober, 2015

– Öppen kurs, Product Discovery med Lean UX, 8-9 september 2015

– Öppen kurs, Certifierad Agil Beställare, 2-3 september 2015

– Öppen kurs, Certifierad Agil Beställare, 5-6 november 2015

– Öppen kurs, Certifierad Agil Beställare, 11-12 december 2015

– Öppen kurs, Certifierad Agil Beställare, 27-28 april 2015

– Öppen kurs, Product Discovery med Lean UX, 4-5 december 2014

– Internkurs hos Lantmännen, Effektstyrning och konverteringsoptimering, 1 dag, september 2014. Jag har bloggat om det här >

– Öppen kurs Agil UX och Digital Design 12-13 maj 2014 >

– Öppen kurs, Agil UX och Digital Design, 4-5 februari 2014 >

– Öppen kurs, Agil UX och Digital Design 7-8 oktober 2013 >

– Öppen kurs, Agil UX och Digital Design 4-5 februari 2013 >

– Öppen kurs, Attraktiv Digital Design och User Experience, 13-14 maj 2013 >

– Öppen kurs, Attraktiv Digital Design och User Experience, 18-19 februari 2012 >

"Jag jobbade tillsammans med Mia Kolmodin från Crisp i samband med kravspecifisering av Operans planeringssystem (se kundcase på Crisp webbsida). Ett agilt arbetssätt för detta är både utvecklande , lärorikt och fantastiskt roligt! Speciellt när man får jobba tillsammans med någon som Mia!"

/ Camilla Högström, Projektledare Kungliga Operan

Educations and Certifications

Management 3.0, Agile People/Happy Melly, Pia-Mia Thorén, Management 3.0 Certificate, March 2018

Beyond Budgeting, Dandy People, Bjarte Bogsnes, March 2018

Certified Agile Leadership, Crisp, Peter Behrens, Scrum Alliance 2017

SAFe Essentials, Crisp, Jan Grape & Mattias Skarin, 2017

Agile Requirements Analysis and Planning for Product Success – Crisp, Ellen Gottesdiener 2013

Facilitation from Back of the Room, Crisp, Sharon Bowman, 2015

Lean UX – Cross Functional Collaboration – Crisp, Jeff Gothelf, 2013

Certified Online Conversion Manager – Conversionista, 2013

Gamification (MOOC) – Coursera, 2013

Leading and Coaching People – Crisp, Christopher Avery, 2012

Effektkartläggning – InUse, Ingrid Domomingues, 2012

Certified Product Owner – Crisp, Jeff Patton, Scrum Alliance, 2011

Scrum Master – Crisp, Hans Brattberg 2009

PR och Marknadsföring – Kvällskurs på Forsbergs, 2000

Kommunikation, Art Direction och Copy – Företagskurs på Berghs, 1999

Digital och Multi Media Design– Capital School of Multimedia, 1997 – 1999

Fotografi – New England School of Photography, Boston, MA, USA, 1996 – 1997

Grafisk design, illustration, fotografi, TV och radio – Mediaprogrammet, Tumba, 1991 – 1994

Employments

Dandy People AB – Owner, Funder and Consultant 2012 - Ongoing

Crisp AB – *Crisp är en paraplyorganisation för invalda fristående konsulter med eget bolag. Managementkonsult, coach och lärare inom modern digital produktutveckling, 2012 - 2017*

Metamatrix AB – Digital Art Director, Interaktionsdesigner, Projektledare, Scrum Master, 2011 – 2012

Metamatrix är webbkonsulter med kunder främst inom offentlig sektor, medlemsorganisationer och myndigheter på plattformarna SiteCore och EPiServer. Som Interaktionsdesigner och Digital Art Director med ansvar för att skapa kreativa koncept arbetade Mia ofta nära kunderna, och deras målgrupper för att skapa användarcentrerad design för ökad måluppfyllelse. De arbetsätt och kreativa metoder Mia arbetat med har syftat till att öka kännedom om kundens egna mål och målgruppernas behov samt att separera de olika leden i den kreativa processen för att skapa en mer övergripande målbild. En nyckel till framgång har ofta varit kunskapsöverföring i samband med presentationer och även på plats efter leverans i hur kundens webb är uppbyggd och varför, dess målgrupper, on-site SEO, sociala medier och hur användaren agerar på webben. Mia implementerade även Kanban och Scrum som projektmetodik och drev utvecklingsarbetet innan hon lämnade över till utvecklingsteamet.

MamaMia Gaming – Digital Art Director, Interaktionsdesign, Team Lead & SM, Product Owner 2009 – 2010

MamaMia Gaming är en speloperatör med fokus inom bingo och casino på den Skandinaviska marknaden. MamaMia Bingo är den främsta webbplatsen med ett stort community med 2 år online och ca 24.000 medlemmar. Mia ansvarade för utvecklingen av en ny bingo webbplats med ett utökat community, och för utvecklingen av ett nytt online casino, MamaMia Casino, vars primära mål är att höja LTV på våra bingospelare.

Produktägarskap, Scrum Master, Art Direction. Ansvarar för att skapa kreativa koncept, wireframes, konverterings design, on-line marketing, on-site SEO, identitet och varumärke. Med ett starkt fokus på användbarhet – upplevelse och konverterande design. Mia implementerade Scrum som projektmetodik och drev utvecklingsarbetet.

Web Guide Partner – Web Art Director, Interaktionsdesigner, Design Lead Conversion, Scrum Master 2005 – 2009

Web Guide Partner (WGP) arbetar framför allt med sökmotoroptimering (SEO) och att maximera leads. Web Guide Partner är internationell partner för flera branschledande företag inom linser, poker, casino, webbhosting, mortgage med mera. Som chefsdesigner för konverteringsavdelningen var Mia ansvarig för att skapa konverterande webbdesign, målsidor och kampanjer. Mia designade många tester och tillsammans med webbanalytiker, fastställa hypoteser bakom tester samt tolkade resultaten och skapa ännu bättre design, innehåll och CTAs från det. Mia skapade också grafiska profiler, logotyper och on-line marknadsföringsmaterial för kunder samt var Scrum master.

Miablo, Grundare – Web Art Director, Webbstrategi 1998 – 2001

Polyester – Delägare / Grundare – Webbyrå och spelproducenter 2001 – 2002

Framfab – Web Art Director 1999 – 2001

Netsolutions (Fusionerade med Framfab) – Webb Designer 1998 – 1999

Tumba Gymnasium – Lärare i fotografi/grundkurs 1995 – 1996