


Domien Van der Hoeven

Curriculum vitae 

Personal information

Name: Domien Van der Hoeven
Location: Lierde, Flanders
Date of birth: January 1985
MBTI type: ISTJ
Enneagram type: 5
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Education

Industrial science & technology - Graphical & digital media

Higher education
Artevelde college Ghent from 2002 to 2005

Economics & modern languages

Secondary education
Sint-Aloysius college Ninove from 1996 to 2002

ASP.NET

PCVO Dender & Schelde from 2013 to 2014

SQL

PCVO Dender & Schelde from 2012 to 2013

Data analysis

PCVO Dender & Schelde from 2012 to 2013

Hardware & software technology

PCVO Dender & Schelde from 2008 to 2009

Construction: Autodesk AutoCAD 2D & 3D

PCVO Dender & Schelde from 2007 to 2009

Construction: Materials & technology

PCVO Dender & Schelde from 2007 to 2008

Trainings

ISO 9001: Quality management & auditing

Vinçotte Academy

Business process management: Process modelling & optimization

Colruyt Group

Project management: Project phases & deliverables

Threon & Colruyt Group

UML: System requirements analysis

Colruyt Group

Time management & getting things done

Teasing Consult

Mind mapping & radiant thinking

Mindframe

Presentation techniques

Outward bound

Visual meetings & creative thinking

21 Lobsterstreet

Languages

Dutch Mother tongue

French Average

English Fluent

Certifications

Professional Scrum Master I

Scrum.org - December 2019

Professional Scrum Master II

Scrum.org - April 2020

Professional Scrum with kanban

Scrum.org - September 2020

ITIL 4 Foundation in IT Service Management

Axelos Global Best Practice - November 2020

Certified tester - Foundation level

ISTQB - December 2020

Certified tester - Agile tester

ISTQB - January 2021

Certified tester - Advanced level test analyst

ISTQB - May 2021

Certified SAFe Scrum master

Scaled Agile - April 2022

Professional Scrum Product Owner I

Scrum.org - June 2022

SAFe Release Train Engineer

Scaled Agile - August 2023

Connecting communication

Autonom

Change management

Kenaz consulting

MBTI

Abracam Vorming & Training

Enneagram

Enneagramschool

Communication skills

Instituut voor Communicatie

Facilitating meetings

Van Kelst & Co

Storytelling

Kunstacademie Geraardsbergen

Work experience

Release train engineer - Xtra

Colruyt Group IT from August 2023 (Current role) - Freelance

Prior to the Xtra agile release train being launched, multiple mobile apps (Collect & Go, My Colruyt, Xtra) existed within Colruyt Group. Initially, one of the focus points of the Xtra agile release train was to merge these apps into a single app. Next to this, additional functionalities are continuously being added to offer a personalized shopping experience to the users via the Xtra app, Xtra website and Xtra toolkit. The Xtra agile release train consists of about 10 agile teams partly located in Belgium and partly in India. As a release train engineer within the Xtra ART, my tasks include:

- Facilitating ART events such as Inspect & Adapt, PI Planning, System demo... and continuously improving these events
- Following up on PI execution, tracking delivery metrics, escalating delays, addressing impediments and managing risks
- Optimizing flow in the value stream and ensuring there is room for innovation and continuous improvement
- Collaborating closely with product management and system architect during the current PI and in preparation of the next PI
- Aligning and coaching scrum masters for stream aligned teams, complicated subsystem teams, system team and platform team
- Interviewing scrum masters during the hiring process and onboarding / mentoring newly joined scrum masters
- Increasing the SAFe adoption in Colruyt Group by coaching agile and non-agile teams to better understand the SAFe framework

Scrum master - Xtra

Colruyt Group IT from March 2021 to July 2023 - Freelance

To be able to offer functionalities in the Xtra app, Xtra website and Xtra toolkit, data needs to be retrieved from and provided to various capabilities within Colruyt Group. To enable this, 2 complicated subsystem teams were formed which act as integration layers between stream aligned teams and Colruyt Group capabilities. Both teams are partly located in Belgium and partly in India and focus on webservices as well as ETL flows. As a scrum master for these 2 agile teams within a SAFe agile release train, my tasks are to:

- Coach the teams in PI Planning by making sure the teams come prepared to the PI Planning and set realistic PI objectives
- Supporting iteration execution, following up on metrics and improving flow in the team using kanban practises
- Handshake and follow up on cross-team dependencies, which are key due to the nature of the integration teams
- Collaborating with product owner for effective product backlog management to maximize value
- Facilitating team ceremonies and coaching the agile teams to become more self-organizing
- Foster a positive environment where the team is motivated, feels safe to experiment and learn through empiricism

Scrum master / Analyst - Payroll management

Partena Professional - From January 2020 to February 2021 - Freelance

Partena Professional, one of the leading Belgian social secretariats supports businesses by taking care of their payroll management. Within this organization, a program was launched to make the transition from legacy tools to modernized and optimized applications. The program team consists of multiple agile teams using the SAFe essential framework. As a member of one of the scrum teams, I pick up both the role as analyst and the scrum master role. My focus as a business / functional analyst includes the analysis and testing of different integrations and applications:

- Salesforce integration with legacy: Switch data mastership for employee data to Salesforce and manage the data flows to legacy applications
- Bank payments: An application that enables automatic SEPA bank payments for business leaders and employees on payroll
- Affiliation tool: A tool that allows accountants to affiliate new clients to Partena Professional
- Vouchers: An application that manages the ordering of meal vouchers, eco-vouchers...

Next to this, my tasks as a scrum master are to:

- Embed the SAFe scrum framework within the team and improve the agile maturity
- Facilitate team ceremonies and guide the team in preparation of and during ART ceremonies such as PI planning
- Coach the team to become more self-organizing and high performing
- Capture metrics and use historical data to support relentless improvement
- Identify impediments for the agile team and take actions to resolve these
- Collaborate with other scrum masters and stakeholders to ensure alignment and coordinate on dependencies

Product owner / Solution analyst - Environmental footprint & nutritional value

Colruyt Group Services - Competence Center Analysis from July 2018 to December 2019

The EIT - European Institute of Innovation & Technology - brings together leading higher education institutions, research labs and companies to boost innovation and entrepreneurship across Europe. Together with multiple European companies, Colruyt Group participates in one of the innovation projects to stimulate the reduction of the environmental footprint of products. The goal of this project is to create an application which allows different companies in the product life cycle to add their company specific data and to calculate the environmental footprint of a product as well as to simulate the environmental impact when introducing certain changes in their organization. We aim for an empirical approach by using the scrum framework in which my tasks are to:

- Manage the product backlog
- Analyse requirements and create user stories
- Define the datamodel, user interface
- Provide demos & training to business and key users
- Manage user acceptance testing

Key User Testing - Center of Excellence Testing

Colruyt Group Services from February 2017 to December 2019

Within Colruyt Group, several Centers of Excellence were created to support analysts, system engineers, project managers, ... One of these is the Center of Excellence for Testing which focusses on improving structured testing & quality assurance. As a member of this team, my main task is to:

- Offer support to test specialists, test leads...
- Provide training in HP ALM as a test management tool
- Optimize the methodology for system and system integration testing, user acceptance testing...

Functional analyst - Product master data management

Colruyt Group Services - Competence Center Analysis from June 2016 to June 2018

The PIM - Product Information Management - programme aims to provide reliable product information to different capabilities within Colruyt Group in an efficient way. As a functional analyst within this programme, I participated in several projects which included implementing a new MDM application to manage product master data and setting up webservices to provide product information. During these projects, my tasks were to:

- Analyse and describe system requirements in deliverables such as context and scope diagrams, use cases, logical data models, state diagrams, user interface designs, service specifications, non-functional requirements...
- Support the testing team during system testing, system integration testing... and manage user acceptance testing
- Create training material, provide training and offer support to business users

Functional analyst - Fine Food Meat

Colruyt Group Services - Competence Center Analysis from December 2014 to May 2016

Fine Food Meat, the largest meat-processing company in Belgium, decided to make the transition from custom built applications to an industry specific MES - Manufacturing Execution System. As multiple analysts participated in the project, each analyst took care of one or multiple domains. My focus was on costing, production workflows for converging and diverging production, master data and reporting. This includes:

- Analysing business & system requirements and configuring the MES solution to support business processes
- Defining master data for different processes, setting up a costing system and create costing reports
- Create and execute test cases in HP ALM for system testing, regression testing...
- Increase knowledge of coaches and key users through trainings and provide operational support

Functional analyst - Marketing & communication

Colruyt Group Services - Consulting & Solutions from January 2014 to November 2014

As a functional analyst within the Marketing & Communication team in Colruyt Group, I participated in various implementation and optimization projects in which my main task was to analyse, describe and design ICT solutions on a functional level. This means:

- Analysing business, system and integration requirements and configuring the ERP system to support business processes
- Manage application upgrades, create and execute test scenarios to avoid regression
- Creating reports for operational performance indicators such as cycle time, throughput, ...
- Offer 3rd line support, create troubleshooters and provide training for 1st and 2nd line support teams

Process & quality specialist - Printing & mailing

Symeta - Colruyt Group from October 2010 to December 2013

As a member of the process & quality team within a production environment, my main task was to pursue continuous improvement and to optimize business processes. This included:

- Get an overview of the as is process by modeling business processes and documenting work methods
- Identify bottlenecks and determine, together with stakeholders, solutions to these bottlenecks to reduce waste
- Define the to be process and implement the process change in business
- Introducing a number of quality management methodologies such as PDCA, ishikawa diagrams, root cause analysis...
- Determining performance indicators such as delivery on time in full, cost of non-quality...
- Performing 1st party - process and department - audits and managing 3rd party ISO 9001 audits

Account executive & calculator - Printing & mailing

Symeta - Colruyt Group from April 2009 to September 2010

Symeta, a member of Colruyt Group, is a state of the art printing company which specializes in digital and variable data printing as well as mailing. As a technical-commercial account executive within this company, my day to day task are to act as a contact between the customer and the internal production departments. This means:

- Determining the most efficient production method and making tenders
- The technical preparation and follow-up of orders from creation to invoicing
- Managing the production planning for the digital printing department

Marketing & communication manager - Packaging

Storopack from January 2009 to March 2009

Storopack provides packaging solutions through both offline- and online sales. Within this company, my focus is on marketing campaigns:

- Printed media: Coordination between design agencies, printing companies and direct mail suppliers
- Online media: Website management, online newsletters, SEO
- Database management: Optimizing customer / prospect database and determining the target group
- Analysis and reporting about the campaign results

Packaging development coordinator - Soft drinks

Refresco from December 2005 to December 2008

As packaging development coordinator for Refresco, Europe's largest independent juice and soft drink manufacturer, I am responsible for the coordination and realization of packaging for the FMCG sector from concept to delivery. This includes:

- In house packaging design & follow-up of externally supplied artwork
- Coordination between internal operations, customers and suppliers including quality assurance during the printing process
- Making sure the packaging holds the right information in respect to legislation, technical specifications, corporate identity & marketing requirements