

# LINA BENSEGHIR

## WHY ME

### AGILIST & CHANGE MAKER

- COACHING CROSS-CULTURAL TECHNICAL & /OR BUSINESS TEAMS
- HELPING THEM GAIN OWNERSHIP OF THEIR AGILE JOURNEY

### FACILITATOR

- DESIGN THINKING
- LEGO4SCRUM
- SERIOUS GAMES
- LIBERATING STRUCTURES

### FLEXIBLE TRAINER

- SCRUM & LEADERSHIP
- CHANGE MANAGEMENT
- PROJECT MANAGEMENT
- COMPLIANCE

### FLUENT IN SEVERAL LANGUAGES

- FRENCH & ARABIC (NATIVE SPEAKER)
- ENGLISH & SPANISH (FLUENT)
- ITALIAN & TURKISH (SMALL TALK)

## EDUCATION & TRAINING

- CERTIFIED PROFESSIONAL PRODUCT OWNER (2022)
- CERTIFIED PROFESSIONAL SCRUM MASTER (2021)
- MBA IN HOSPITALITY & LUXURY BRANDS MANAGEMENT, IETH PARIS (2012)
- MASTERS IN MARKETING, NEGOTIATION & MANAGEMENT, EM STRASBOURG (2009)

## WHERE I FIND FLOW

- TRAVELING, READING, CINEMA
- BUT ALSO DANCING, YOGA/MEDITATION, (STREET)ART, FASHION & COOKING



+33 6 34 11 90 21



LINA@MADINFLOW.COM



LINKEDIN.COM/IN/LINABENSEGHIR

## LATEST WORK EXPERIENCE

### FREELANCE AGILE COACH, TRAINER & FACILITATOR (SINCE 2021)

- FACILITATING ONLINE AGILE SCRUM BOOTCAMP TRAINING FOR +100 LEARNERS: PRODUCT OWNERS, SCRUM MASTERS, AND DEV TEAM MEMBERS
- CONDUCTING CERTIFYING LEADERSHIP TRAINING & MENTORING FOR +12 NON AGILE MANAGERS: MANAGEMENT 3.0 & AGILE LEADERSHIP, LIBERATING STRUCTURES, SOCIOCOCRACY 3.0, DESIGN THINKING, ...

### DERNIER CRI: SCRUM MASTER & FACILITATOR – DESIGN 2CODE STARTUP PROJECTS (NOV2019 - JAN2020)

- SUCCESSFULLY DELIVERING +10 WEB/MOBILE APPS (B2B WINE, MOVIE INDUSTRY, RETAIL, GREEN TECH, PETS, DATING)
- I USED TO LEAD AGILE RITUALS: SPRINT PLANNING, SPRINT RETROSPECTIVE/REVIEW AND FACILITATION WORKSHOPS
- FOSTER AN IMPEDIMENT-FREE ENVIRONMENT...
- ... AND HELP THE TEAM MASTER THE SCRUM FRAMEWORK TO WORK MORE EFFICIENTLY TOWARDS THE PRODUCT GOAL

### BP2I: PRODUCT OWNER FOR THE GROUP'S MULTI CLOUD PLATFORM PROJECT (SEPT 2018-SEPT 2019)

- COORDINATING THE +20 PEOPLE SQUAD, ORGANISING WORKSHOPS WITH STAKEHOLDERS, SOLVING PAIN POINTS, REPORTING, ANALYSING KPIs, AND FACILITATING BOTH STRATEGIC AND OPERATIONAL MEETINGS
- BUT ALSO PROVIDING FOLLOW-UP ON THE PRODUCTION DELIVERABLES THROUGH: BACKLOG MANAGEMENT, ROADMAP CREATION & UPDATE, AS WELL AS QUALITY ASSESSMENT

### AXA GIE: COMPLIANCE CONSULTANT FOR WEB & MOBILE PROJECTS (MAY-AUGUST 2018)

- MANAGING A PORTFOLIO OF 15 PROJECTS REQUIRED TO COMPLY WITH THE GDPR
- IMPROVING THE PROCESS ON A 360° SCOPE: ARCHITECTURE, CONTINUITY, QUALITY, AND PROCUREMENT
- FACILITATING WORKSHOPS FOR BOTH IT AND BUSINESS STAKEHOLDERS

### INTM: CHANGE MANAGEMENT CONSULTANT FOR THE IT SECURITY DEPARTMENT - (JAN-APR 2018)

- AUDIT OF THE IT SECURITY SYSTEM TO HELP THE COMPANY REMAIN REFERENCED AS A CIRCLE#1 SECURITY COMPANY
- USING: SMSI (SWOT, MEHARI), RISK ANALYSIS TO DELIVER A COMPLIANCE ACTION PLAN IN 1 MONTH, LEARN 3 MONTHS

### BNP PARIBAS: CHANGE MANAGEMENT CONSULTANT FOR THE COMPANY'S CLOUD TEAM (MAY 2015-DEC 2017)

- CONDUCT SIMPLIFICATION WORKSHOPS AND TUTORIALS IN BOTH ENGLISH AND FRENCH FOR OVER 20 PRODUCTS
- DEVELOP A COMMUNICATION TOOLKIT AND MANAGE THE +50K USERS COMMUNITY
- UPDATE THE PRODUCT SERVICE CATALOGUE