

# Martin Christensen

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## I CAN OFFER

- Transitional and transformational coaching
- Agile team coaching
- Product Model coaching
- Mentoring individuals
- Personal development coaching
- Training teams and individuals in Product Discovery, User Experience, Product Strategy, Lean Startup, Lean UX, Lean/Agile and collaboration
- Transformation assessments
- Workshop facilitation

## ME IN A NUTSHELL

I am a transformational coach enabling empowered teams, effective organisations and successful products since around 2017. I have been helping the end user of a product or service through well-founded Product Discovery, UX design and Agile coaching since 2001.

I have for many years coached and taught as well as written a book (released late 2022) about how to implement product discovery and delivery methods with highly collaborative empowered teams working towards the Product model.

My goal when coaching is to create motivation to become something better – better for yourselves, for the business and for the users. For me, it is equally important to build the right product as to build it in the right way, including making you feel awesome in the process. As a coach, my core tenets for creating sustainable change are empathy, focus, and honesty and I strive to make individuals and teams self-sufficient with new tools and thinking.

I enjoy holistic assignments, working across the entire value chain and organization, including R&D, sales, HR, and content providers. My expertise lies in the Product Model, collaboration, team dynamics, business agility (UX and Lean Startup) and adult development.

## A FEW TESTIMONIALS

I have worked with Martin in different settings – he has been working in the same team with me as a Product Discovery coach as well as a Personal coach for anyone in the Product or UX roles, including coaching me. Martin has a positive attitude towards helping others grow and he makes sure that people have understood the concepts before continuing. He is very easy to talk to and every single interaction with him has helped me in either getting different perspectives, excelling in the product craft or growing my personal skills. I hope to get a chance to work with him again!

- Kristel Viilup, Product Manager at King

I worked with Martin and hired him as expert consultant in agile, UX, Product Discovery. He has the excellent skill to combine training and exercises with coaching and mentoring. He trained our RnD department in basic Product Discovery and User Research techniques and combined that with expert coaching of our UX team. I would love to work with him again and strongly recommend his expertise, you won't get disappointed.

- Jagannath Tammeleht, Head of UX & Research at Snow Software

Martin has a brilliant ability to develop the people around him and create good conditions for team collaboration, both as agile coach and UX designer. He is sincere and constructive in his way of questioning and giving feedback, skilled at facilitating retrospectives and workshops as well as good at prioritising and focusing on the right thing at the right time. Martin has helped me tremendously in my development as both UX designer and team member. It is a luxury to work close to a coach who gladly and constructively shares his knowledge and experience.

- Lea Kovac Beckman, UX designer & Art Director at SVTi

## EXPERIENCE

- **Transformational Agile and Product Coach, Holistic Transformation** [2013 – Now]  
Freelance work, focus on Agile and Product Model (2013-2018 under the Crisp umbrella.)
- **Product Development Transformation Coach, EQT Motherbrain** [Nov 2023 - April 2024]  
Changing the focus of the Motherbrain platform team towards business impacts, customer value and user value, through supporting the team's transitions and developing the people.
- **Transformational Coach, King** [Jan 2021 – May 2023]  
Guided the transformation of King's backend organisation Core Platform into a more product-focused one, through teaching and coaching Product Discovery and Agile, supporting Product Managers, and helping teams and individuals to develop both their skills and their mindset.
- **Product Discovery and Agile team coach, King** [Sep 2020 – Dec 2020]  
Helping Candy Crush Soda organisation with Product Discovery through teaching, coaching and facilitating, as well as being Agile team coach for one of the Soda teams.
- **Transformational coach, SVT** [Aug 2018 – Jun 2019]  
Helped SVT Play group transform from individual teams with a strong sense of "I", to one big "WE" team, as well as structuring their way of working around Product Discovery. .
- **Coach and Mentor, Zington** [Aug 2019 – Jul 2020]  
Coaching and mentoring UX consultants within Zington Xperience. Part-time external teaching, facilitation and coaching. Larger external clients:
  - **Product Discovery & LeanUX Coach, King** [Feb 2020 – Jun 2020]  
Teaching Product Discovery and LeanUX for the King Shared Tech organisation and Candy Crush Soda teams.
  - **Transformational Coach, Genero Solutions** [Jan 2020 – Jun 2020]  
Helping the whole Genero company to solve their growth problems by transforming into a more agile and collaborative organisation, including coaching the leadership team. .
- **Agile UX Consultant, Crisp** [2013 – 2018]  
Worked as a consultant in the Crisp network, focusing on Agile and UX coaching, product owner support, UX strategy and design, as well as educating in Lean, Agile, UX, Product Discovery and Product Development.
  - **Agile & Lean UX coach, Snow Software** [Jan 2017 – Jun 2018]  
Helped introduce Product Discovery to key people in the company, such as product managers, sales leads and tech leads, as well as coaching and mentoring a group of UX and research people. Also taught UX methods to cross-functional delivery teams. .
  - **Agile & Lean UX coach, SVT** [Aug 2017 – Jun 2018]  
Helped the new SVT Sports app team with becoming highly effective and efficient through creating a strong culture of collaboration and a clear LeanUX process. . Also worked as an agile team and collaboration coach within SVT Children's department, both with journalists and developers. .
  - **Teacher Agile & Lean UX, Nackademin** [Nov 2017 – Dec 2017]  
Taught courses in Agile (including Scrum, XP, Kanban), UX (including Design Thinking) and Lean UX (including Lean Startup) for two classes of UX designer students
  - **UX coach, AcademicWork** [May 2017]  
UX coach for a development team, teaching and coaching Lean UX.
  - **Transformational coach, GfK NORM** [Apr 2017 – Dec 2017]  
Agile transformation coach for a development team, teaching and coaching Scrum, collaboration methods and culture. .
  - **UX designer, Agile coach, UX strategist, Bonnier News/Expressen** [May 2015 – Dec 2015, Sep 2016 – Mar 2017]  
Agile and Product Discovery coach for a large development team, helping build an in-

ternal publishing tool both through being a UX strategist and helping the team collaborate.

- **User Researcher & UX designer, Travellink** [May 2014 – May 2015]  
User research and redesign of a tool for business travel booking.
- **UX Designer & Coach, Magine** [Feb 2014 – Apr 2014]  
Coached a team to collaborate with other teams, as well as helping out doing UX design for the purchase flow of the Magine TV app.
- **UX Coach, Qwaya** [Aug 2013 – Mar 2014]  
Coached a few individuals in user research / UX interview techniques and how to facilitate different kinds of UX workshops. .
- **UX Researcher & Designer, Episerver** [Aug 2013 – Oct 2013]  
Researched and designed a new search app within the EPiServer CMS system.
- **Product Owner and UX Designer, EPiServer** [2013]  
Responsible for the user experience in EpiServer CMS (version 7.5). Conducted user research and usage test to validate new functionality. Created interaction design for this new functionality. Acted product owner to give maximum support to the CMS team. Coached that team and other in agile methodologies, mainly continuous improvement.
- **Senior Usability Expert, Cint** [2010 – 2013]  
Responsible for the UX process, creating and presenting UX deliverables and metrics, acting as product steward together with product manager, working closely with agile teams and doing usage tests with clients. Helped deciding minimum viable products and releases using Lean Startup and Lean UX methods. The role was part product (and UX) design strategist, part user researcher and part interaction designer. Also helped out with agile work processes and general problem solving.
  - **Product Design Expert, Reachr** [2012]  
Helped with starting up the product design using Lean Startup methods, conducted user research, validated the minimum valuable product with usage tests, created interaction design, and acted as a product discovery guide during the startup phase.
- **User Experience Consultant, Kentor** [2010]  
Assigned to **Swedish Pensions Agency** as an interaction designer and requirements analyst, working in an agile team with a new web service concerning housing supplements for pensioners.
- **Interaction Designer Hitta Mäklare** [2010]  
Interaction design and information architecture for a new version of hittamaklare.se
- **Program Manager & Lecturer, KYH** [2009 – 2010]  
Responsible for managing the 2-year study programme of Agile Web Developer in both Stockholm and Gothenburg, as well as teaching agile (Scrum, XP, Lean, Pomodoro) and usability (information architecture and agile user experience design).
- **Usability Engineer, GE HealthCare AB** [2009]  
User-centred analysis, design and validation of chromatography systems. Agile planning and coaching (mostly Scrum).
- **Agile Project Manager & Interaction Designer, Astando** [2008]  
Requirements analysis in agile projects and GUI evaluations.
- **Lecturer, Department for Science and Technology, Linköping University** [2002-2008]  
Head of a bachelor of science education programme aiming towards mobile services. Teaching user experience design, usability, interaction design, traditional and agile systems development (mainly Extreme Programming), foundation language programming (in Ada), web development (in HTML/PHP) and software quality. Educational design and planning.
- **Teacher's assistant, Department for Computer and Information Science, Linköping University** [2001]  
Assistant in Software Engineering and Ada-programming
- **Thesis Worker, Xpedio Linköping Ubiquitous Research Center** [2001]  
Thesis work about measurable usability goals and prototyping for mobile phones

## EDUCATION

- **The Leadership Circle [TLC] Certification**, Leadership Circle, Online [2024]
- **Organisation and Relationship Systems Coaching (ORSC Module 1)**, Nairy McMahon, CRR UK, Online [2024]
- **Advanced Agile Masterclass**, Alistair Cockburn, Heart of Agile, Copenhagen [2023]
- **TRANSFORMED**, Marty Cagan, SVPG, Stockholm [2023]
- **Coaching the Coaches** (in Product Discovery, Leadership, Transformation), Marty Cagan, SVPG, London [2022]
- **Enterprise Coach Mastercamp (ICP-ENT, ICP-CAT)**, Michael Hammon & Michael Spayd, Collective Edge, Online [2022]
- **Immunity to Change**, Bob Kegan, Minds at Work, Online [2022]
- **Wardley mapping**, Ben Mosior, Online [2021]
- **Integral Coaching Fundamentals**, Chris Alder, Integral Coaching Canada, Online [2021]
- **Agility in the Enterprise (ICP-ENT)**, Michele Madore, Trans4mation, Stockholm [2020]  
Enterprise transformational coaching mindset and methods, Agile Integral.
- **Certified SAFe 5 Agilist**, Stockholm [2019]  
SAFe foundation course
- **Leadership Agility from the inside out**, Michael Hamman, Stockholm [2019]  
Transformational leadership through sense-and-respond methods
- **Coaching Agile Teams 2.0 (ICP-ACC)**, Agile Coaching Institute, Stockholm [2017]  
Agile coaching certification course
- **Bikablo Basic Visual Facilitation**, Bikablo Akademie, Stockholm [2017]  
Facilitation course in visual thinking, learning, and collaboration
- **Training from the back of the room**, Crisp, Stockholm [2014]  
Facilitation course in participant driven and experience based learning
- **Customer-centred Service Design**, Transformator Design, Stockholm [2014]  
Service elicitation and customer insight gathering using Service Design methodology
- **Certified Product Owner**, Scrum Alliance, Stockholm [2013]  
Scrum terminology, practices, and principles to be enabled to fulfill the role of Product Owner on a Scrum team.
- **UX Week, Adaptive Path**, Amsterdam [2011]  
Focus on user experience strategy and design.
- **Courses at the educational programme for Cognitive Sciences**, Linköping University [2000]  
Profile courses towards Extreme Programming, cognitive psychology and usability
- **Bachelor of Science in Computer Engineering**, Linköping University [1997-2000]  
Major in software engineering and project management
- **Courses at the educational programme for Computer Science**, Linköping University [1996]  
Fundamental programming courses and cognitive psychology