

JEFF FREDERICKS

SENIOR SCRUM MASTER & AGILE COACH | LEADERSHIP. COACHING. TRANSFORMATION.



Control kills culture.
Empowerment builds
extraordinary teams.

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LEADERSHIP EXPERTISE

- 👤 Agile Coaching & Transformation
- 🔄 Scrum & Kanban
- 👥 Team Development
- 👤 Servant Leadership
- 🗣️ Training & Facilitation
- 🤝 Conflict Resolution
- 📊 Organizational Change
- 🎯 Product Ownership Coaching
- ⚡ Continuous Improvement

TECHNOLOGY & TOOLS

Agile Platforms
Azure DevOps • Jira • Confluence

Collaboration
Microsoft Teams • Slack • Miro • Lucid
SharePoint

AI Productivity
ChatGPT • Microsoft Copilot

Delivery Metrics
Velocity • Cycle Time • Lead Time
Completion Rate • Deployment Frequency
Change Failure Rate • MTTR • And More

CERTIFICATIONS

- 🏆 Certified ScrumMaster (CSM)
- 🏆 Advanced Certified Scrum Master (A-CSM)

EDUCATION

- 🎓 Bachelor of Science
Business Management
University of Phoenix • 2009
- 🎓 Bachelor of Science
Marketing
University of Phoenix • 2009
- 🎓 Full Stack Web Development
Bootcamp
Helio Training • 2017
(Sister Company of Neumont University)

PROFESSIONAL SUMMARY

Senior Scrum Master and Agile Coach with 9+ years of experience helping organizations deliver value, build high-performing teams, and create cultures of trust and accountability. Passionate about developing people, removing barriers, and empowering teams to self-manage and continuously improve. Recognized for bridging the gap between strategy and execution across complex technical environments.

PROFESSIONAL EXPERIENCE

- **SENIOR SCRUM MASTER** | National Indemnity (A Berkshire Hathaway Company) **3+ years**
 - Improved Sprint completion from ~30% to over 75% by coaching realistic capacity planning, reducing chronic overcommitment, and establishing a Definition of Ready, enabling leadership to forecast delivery more reliably.
 - Tripled team engagement in Sprint Retrospectives by introducing interactive formats, increasing team participation, and coaching teams to identify and follow through on actionable improvement commitments.
 - Transformed Sprint Reviews from status presentations into collaborative working sessions by aligning stakeholders and teams on purpose and facilitating direct discussion, enabling earlier feedback, clearer prioritization, better product decisions, and less rework.
 - Founded Agile Ascent, a voluntary learning community engaging 5-10 Scrum Masters every three weeks to study Agile & Scrum literature, exchange practices, and strengthen coaching capabilities.
 - Coached Scrum teams toward greater self-management by facilitating Scrum events, removing impediments, protecting team focus, reinforcing Agile & Scrum principles, and helping teams take ownership of how they deliver value.
- **SCRUM MASTER • FRONT END SUPERVISOR • WEB DEVELOPER** | hh2 Cloud Services **4+ years**
 - Led organization-wide adoption of Scrum, coaching teams on Scrum roles, events, and artifacts throughout the transition.
 - Coached the Front End Team to become the company's highest-performing team, achieving productivity 23.25% above the company average based on management-established KPIs.
 - Resolved significant team conflict while preserving performance and psychological safety, strengthening collaboration and team effectiveness.
- **WORDPRESS CONSULTANT • LEAD THEME REVIEWER • TESTER** | Bluehost **1 ½ years**
 - Provided advanced WordPress development consulting, diagnosing technical challenges and helping clients design and code custom solutions.
 - Led quality assurance for third-party WordPress themes and plugins, validating PHP compatibility, functionality, and developer authenticity to reduce counterfeit submissions and improve customer and vendor satisfaction.
- **VICE PRESIDENT OF SALES & MARKETING • WEB DEVELOPER** | Trade Shows West **13+ years**
 - Modernized company's digital presence and customer experience by redesigning its website and launching online attendee registration.
 - Raised booth sales of bridal show by 40%, making it the largest event of its type in Utah.
- **GROUP SALES & EVENTS MANAGER** | LARRY H. MILLER GROUP **3+ years**
 - Increased sales by over 50% year-over-year, setting an overall sales record for market area.
- **ACCOUNT EXECUTIVE** | LAMAR ADVERTISING **3+ years**
 - Increased company's annual income by over \$560,000 through new advertiser acquisition, during a recessed economy.

JEFFTHESCRUMMASTER.COM