**William Zachary Hoffer**

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Personal Profile

Passionate and focused on enabling organizations to achieve their digitalization strategies with great customer and developer collaboration. Someone who deeply cares about the end user experience, while ensuring that the development streams have a clear understanding what should be implemented. Clear target on business value by aligning all stakeholders while breaking technical/business uncertainties, without compromising a healthy and productive work environment.

**Achievements**

Co-leading the entire AEM platform with 5+ tenants and 10+ channels with high customer satisfaction.

Co-managed the digital customer experience roadmap with internal marketing teams.

Co-managed the AEM platform for the .com website, consisting of 4 global and 25+ countries covering 16 industries; over 500,000+ content pages.

**Skill Set**

* SDLC, Agile Methodologies
* Business Analyst & Consultant
* Product Owner
* Global and Local market Rollouts
* Content Migration
* International Software Projects
* Stakeholder Management
* Adobe Experience Cloud, AEM
* Atlassian Jira & Confluence

**Experience**

**SHE Informationstechnologie AG**

Ludwigshafen Am Rhein, Germany

**AEM Delivery Manager & Platform Manager (Vorwerk) – Digitalization project**

**May 2019 to Present**

Achievements:

* Managed to bring the project back on track to meet milestones and customer expectations.
* Co-leading the entire AEM platform with 5+ tenants and 10+ channels with high customer satisfaction.
* Co-leading the AEM platform roadmap to enable future tenant opportunities and higher return of investment.
* Co-leading with an international team to enable Google Tag Manager (GTM) to be compliant with GDPR and Planet 29 regulations.

Responsibility Overview:

* Keep the development on track by removing impediments and clarifying open topics from the requirements. Accomplished through dailies and committed accessibility to the development team.
* Ensure feature development is fulfilling requirements with active quality assurance. Accomplished by one-on-one showcases directly with the development team/streams and individual test assessments.
* Transform business requirements to clear features to the development team. Accomplished by transporting the requirements into an overall epic and then breaking them down into well-defined user stories and tasks.
* Maintain a well-groomed backlog through understanding priories throughout the product development lifecycle plan. Accomplished by preparing sprint definitions for the development team to then estimate through SCRUM Poker.
* Prepare and lead sprint development review meetings. Accomplished by preparing AEM pages for demonstration purposes and then providing a live showcase on the feature fulfilling all acceptance criteria.

Methodologies: Scrum and Kanban

Technologies:

AEM 6.3, 6.4, 6.5 | Jira & Confluence | SAP Hybris | SAP CRM | Magento | Typo3 | Elastic Search | Uniserv | Adyen | Google Tag Manager (GTM)

**AEM Business Consultant (ebm papst) – Digitalization project** **March 2019 to Present**

Achievements:

* Enabled the client to achieve their Newsroom Go Live by creating a minimal viable product (MVP).
* Lead the delivery of a migration of 10,000+ content pages from a legacy system to AEM.
* Co-lead the digital customer experience roadmap with internal marketing teams.

Responsibility Overview:

* Consulted internal IT, Marketing, and Design departments on AEM. Accomplished by hands-on workshops and training sessions.
* Run and lead CI/CD strategy, Proof-of-Concepts, feature refinement, sprint definitions, solution designing, and backlog grooming workshops. Accomplished by onsite sessions with all stakeholders and development streams.
* Ensure requirements are being reached through feature development. Accomplished by one-on-one showcases directly with the software engineer and individual test assessments.
* Ensure clear communication and coordination with multiple agile release train streams. Accomplished through dependency mapping, dailies, emails, chat (e.g. Microsoft Teams) and ad hoc meetings.

Methodologies: Scrum and Kanban

Technologies:

AEM 6.3 & 6.5 | Jira & Confluence | SAP Hybris | SAP CRM | Internal Legacy Systems | FirstSpirit | Google Tag Manager (GTM)

**Business Consultant (BASF)** **– Digitalization project February 2017 to May 2019**

Achievements:

* Co-lead a small project team to deliver a global product finder for 16 industries and 500,000+ products.
* Supported solution designing the master PIM for 500,000+ products with integrations to legacy systems.
* Co-lead a task force to optimize the digital customer experience and customer journey through analytics and A/B testing.
* Enabled higher return of investment by analyzing tracking data. Accomplished by generating analytic reports and showcasing outcomes of A/B testing.

Responsibility Overview:

* Manage multi client and multinational expectations. Accomplished by constant collaboration with stakeholders and by connecting the right individuals to overcome obstacles.
* Manage requirement gathering, sustainable solution alignments, Proof-of-Concepts, and backlog grooming workshops. Accomplished by preparing workshops and leading design thinking workshops to clarify business requests.

Methodologies: Scrum, Kanban, and SaFE 4.0 Framework

Technologies:

AEM 5.6 & 6.4 | Jira & Confluence | SAP Hybris | SAP HANA | SAP CRM | Webtrends | custom Google Dashboards

**Product Owner (BASF)– Digitalization project February 2017 to May 2019**

Achievements:

* Multiple Go Lives with only two rollbacks, consisting of 4 global and 25+ countries covering 16 industries.
* Co-managed the AEM platform for the .com website, only once the system went down because of an SAP catastrophe; was restored in less than 2 hours.
* Co-managed the entire service for the AEM platform with an international team of engineers with multiple time zones.

Responsibility Overview:

* Prepare and lead sprint development review meetings. Accomplished by preparing AEM pages for demonstration purposes and then providing a live showcase on the feature fulfilling all acceptance criteria.
* Enable clear communication and coordination with multiple agile release train streams to include local and global divisions. Accomplished through dependency mapping, dailies, emails, chat (e.g. Jabber) and ad hoc meetings.
* Transform business requirements to clear features to the development team. Accomplished by transporting the requirements into an overall epic and then breaking them down into well-defined user stories and tasks.
* Maintain a well-groomed backlog through understanding priories throughout the product development lifecycle plan. Accomplished by preparing sprint definitions for the development team to then estimate through SCRUM Poker.
* Ensured the highest level of quality regarding 3rd level support with more than three streams (AEM, Hybris, HANA) for the .com website. Accomplished by protocol and process management together with constant open lines of communication.

Methodologies: Scrum, Kanban, and SaFE 4.0 Framework

Technologies:

AEM 5.6 & 6.4 | Jira & Confluence | SAP Hybris | SAP HANA | SAP CRM | Webtrends