

Ashley Steele

Program Manager
Agile Coach
Project Manager
Scrum Master

Career summary

A senior, internationally experienced program and project manager who gained his experience with renowned companies such as Microsoft, Vodafone, Siemens-Nixdorf and NCR.

At Microsoft Ashley held various management roles including the European Marketing Manager for Financial Services, driving innovation and platform uptake with Microsoft and its partners to establish Microsoft as a vendor of choice in the European Financial Services community. Since then Ashley has been working with customers such as Vodafone Global as a senior advisor, program manager and agile coach.

Ashley has a track record of leading teams to implement complex software systems across a variety of industries and geographies.

He is a seasoned, senior manager with an eye for detail and a passion to deliver top quality software.

Experience

- **Co Founder and Managing Director Indiginox GmbH**
IT Consultancy - 2006 to present
Context and duties: Built and operate a €4.5 Mio consultancy company
- **Agile Coach and Scrum Master**
Digital readiness platform – Metro Systems – 2017 to present
Context and duties: Project management, scrum master, product delivery, stakeholder management, resource planning
- **Agile Coach and Scrum Master**
Mobile Payments – Vodafone Global – 2015 to 2016
Context and duties: Scrum master, project manager, product delivery, stakeholder management
- **Program and Project Manager**
Mobile payments – Vodafone Global – 2013 to 2014
Context and duties: Multi project manager, stakeholder management, resource planning, budgeting, business plan creation and tracking, vendor management
- **Delivery and Project Manager**
Applications Store - Vodafone Global - 2007 to 2012
Context and duties: Project manager, stakeholder management, resource planning, vendor selection and management
- **Sales and Marketing Manager**
.NET Platform and tools – Microsoft GmbH - 2003 to 2005
Context and duties: Creation and execution of marketing and sales campaigns, partner selection and management, budgeting
- **EMEA Windows DNA Manager**
Microsoft EMEA - 2000 to 2002
Context and duties: Creation and execution of marketing and sales campaigns, partner selection and management, budgeting, industry speaker
- **EMEA Financial Services Manager**
Microsoft EMEA - 1996 to 1999
Context and duties: Creation and execution of marketing campaigns, partner selection and management, budgeting, industry speaker
- **Software Development**
Nixdorf, Siemens Nixdorf, NCR – 1985 to 1996
Context and duties: Various roles in the software development lifecycle

Academic qualification

- BSc (Hons) Computing Science, Aston University (First Class) 1983

Key skills

AREAS OF EXPERTISE

- Program management
- Software development management
- Project management
- Business analysis
- Agile coaching and scrum master
- Coaching and mentoring

MANAGEMENT SKILLS

- Proven ability in delivering large and complex products and services in international IT environments
- Scope management and ability to handle large set of requirements throughout the entire lifecycle
- Creating realistic and achievable project plans
- Ability to develop and manage a diverse team of professionals
- Natural attitude in managing stakeholder engagement throughout projects
- Evaluating risks and developing responses to overcome them
- Resolving/escalating issues in a timely fashion

PERSONAL SKILLS

- Results driven
- Strong problem solving attitude
- Client focused approach to work
- Willingness to accept responsibility, motivator
- Able to manage relationships with stakeholders and team members
- Excellent communication skills

PERSONAL DETAILS

LANGUAGES

- English – mother language
- German – full professional proficiency

DATE OF BIRTH

- Feb 1961

CONTACT

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