

ROLAND BACHMANN

Senior Agile Delivery Lead |
Product Delivery & Digital



✉ me@rolandbachmann.com

📍 Geneva, Switzerland

🌐 [linkedin.com/in/rolandbachmann](https://www.linkedin.com/in/rolandbachmann)

📄 Permit B

🧠 CORE COMPETENCIES

Agile Delivery & Stability:

Scrum, Kanban, Lean Flow Metrics, Release Planning, Jira Advanced Roadmaps.

Team Leadership:

Cross-Cultural Team Building, Psychological Safety, Conflict Resolution, Remote/Hybrid Leadership.

Business Alignment:

BI-Driven Prioritization, Stakeholder Management (Product/Marketing/Eng), P&L Awareness.

Digital Strategy:

E-Commerce Operations, SEO Strategy, Data Analytics, Funnel Optimization.

🌐 LANGUAGES

German
Native

English
Native / Bilingual

French
Basic

👤 PROFESSIONAL SUMMARY

Senior Agile Delivery Lead with a **founder's mindset** and over 10 years of operational experience. I specialize in bridging the communication gap between technical engineering teams and commercial business stakeholders. I have a proven track record of transforming diverse, **multicultural groups** into high-performing teams—most recently leading the **#1 ranked team** at a Swiss Tech Unicorn. My approach shifts the focus from rigid process adherence to **delivery stability, predictability, and measurable business value**. Native German and bilingual English speaker with a deep passion for building sustainable systems.

📁 PROFESSIONAL EXPERIENCE

SonarSource SA

Senior Agile Team Lead (Web Product)

Nov 2022 – Feb 2025 | Geneva, Switzerland

Transformed a newly formed, cross-functional team into the company's benchmark for delivery and engagement.

- **From Forming to High-Performing:** Empowered a multicultural team (Product, Engineering, Design) to achieve the **#1 ranking in employee engagement** (Gallup) out of ~50 teams.
- **Delivery Stability:** Stabilized the delivery cadence over 20+ sprints. Moved the team from volatile output to **predictable release cycles** by introducing Lean flow metrics and mid-sprint release structures.
- **Business Value Alignment:** Acted as the "Pivot" between technical constraints and marketing deadlines. Implemented **BI-driven dashboards** that provided real-time transparency on roadmap progress for non-technical stakeholders.
- **Cross-Functional Synergy:** Dissolved silos between Marketing and Engineering, ensuring that technical debt was managed without stalling commercial feature delivery.

SonarSource GmbH

Digital Marketing Manager (Growth & Platform Strategy)

Apr 2020 – Nov 2022 | Bochum, Germany

Managed the digital infrastructure and growth strategy during a hypergrowth phase (120 to 500+ employees).

- **Strategic Consolidation:** Led the complex migration of **7 legacy websites into 3 scalable platforms**, directly improving UX and reducing maintenance overhead for the engineering team.
- **Efficiency & ROI:** Defined the SEO and funnel strategy that reduced **cost-per-lead by ~50%**, demonstrating a clear understanding of acquisition efficiency.
- **Data-Driven Culture:** Established analytics frameworks that allowed product teams to make decisions based on user behavior data rather than assumptions.

RIPS Technologies GmbH

Digital Marketing Manager (Brand & Content)

Dec 2018 – Apr 2020 | Bochum, Germany

- **Market Positioning:** Built a scalable content engine that secured Top-5 Google rankings for core cybersecurity keywords, significantly increasing organic market share.



CERTIFICATIONS

Certified ScrumMaster® (CSM)

Scrum Alliance

Agile Leadership Principles & Practices

University of Colorado

Agile with Atlassian Jira

Atlassian University

Agile Estimating & Planning

Mountain Goat Software

Foundations of Project Management

Google



EDUCATION

FernUniversität Hagen

Cultural Studies

Ruhr-Universität Bochum

Philosophy & English

Ridge Danyers College, Manchester

International Baccalaureate
(IB)

- **Exit Value:** The strengthened brand authority and digital visibility contributed to the successful **acquisition by SonarSource**.

Scooter & Style e.K.

Founder & Operator (E-Commerce & Operations)

Jan 2009 – Dec 2019 | Germany

Bootstrapped and operated an international niche e-commerce business for over a decade.

- **The "Founder" Edge:** Managed full P&L, international supply chain logistics, and supplier negotiations. This experience grounds my Agile practice in commercial reality—I understand that processes must ultimately drive revenue.
- **Resilience:** Successfully scaled the business in parallel to a full-time professional career, demonstrating exceptional time management and grit.



PERSONAL INTERESTS

The "Analog" Balance

- **Classic Vespa Restoration:** Passionate about the mechanical restoration of vintage scooters. It requires patience, problem-solving, and an appreciation for lasting quality.
- **Club Community:** Active member of the Vespa community, organizing rides and connecting with enthusiasts from diverse backgrounds.
- **Analog Photography:** Developing black & white film—a discipline that teaches focus and deliberation in a digital world.