



## Industry Expertise

Financial Services, Educational Services,  
Manufacturing, Defence Industry

## Qualifications

Trainer, Mentor, Agile Coach

Agile Transformation Lead

SAFe SPC® & RTE®

Scrum Master CSM

PMP®

## Tools & software

Azure DevOps, Word, PowerPoint, Jira,  
Confluence, Trello, HTML/CSS, JavaScript,  
Photoshop, Lightroom / InDesign

## Languages

Professional: Swedish, English,  
German

Denise Vestin

[dv@denizen.se](mailto:dv@denizen.se)

+46-708 954510

## Profile

I am a **Senior Enterprise Lean-Agile Coach**, certified **Project- and Program Manager (PMI)** and **certified SAFe® Practice Consultant (SPC 6)**, as well as **SAFe® RTE 6.0** with over 25 years of experience in coaching, training and governance (methodologies, processes, tools and models).

My deep interest in LeanAgile, Scrum and change management has led me to specialize in coaching change management and lean-agile transformations in complex organizations. In addition, I am certified SAFe Remote Trainer®, Certified Scrum Master (Scrum Alliance®), PMP® project manager and former Authorized Training Partner, ATP (for PMI®).

My latest enterprise coaching and change management ventures has been 3 years with the Central Bank of Sweden (Riksbanken), Ikea, Vickers Oil (Leeds) and Atlas Copco, Sweden..

My specialities: A “tell-it-like-it-is” attitude coupled with friendliness and my genuine wish for people to thrive and reach their potential. Too old not to tell it “like it is”!



---

# Denise Vestin, SPC, RTE, PMP and CSM

[dv@denizen.se](mailto:dv@denizen.se), +46-708 954510

## Experience

### Denizen Of Sweden

summer 2025 - present

Sr Agile Coach, SPC, RTE, instructor/trainer, and project professional

I am again (as of ending my employ with CGI, see below) freelancing, dusting off my sole proprietorship working with professional training, coaching and consulting in the fields of Lean-Agile transformations, hybrid environments of Lean-Agile and professional project management, portfolio management, Lean-Agile Centers of Excellence, PMOs and more, related to ways of working, organisational agility and innovation culture. I am a sub-contractor of CGI and will also free-lance for other companies needing my services, such as Riksbanken, Sweden.

My very extensive background as a trainer including training for Scaled Agile Framework® partners, Project Management Institute® and other partly university-driven ventures (George Washington University, Stanford and more) during my last 25 years, in many different countries – makes me suitable for cross-cultural organisations. For clients in different sectors I refer to the subsequent postings below in date-order.

I would estimate my number of “students” by now are well over 10 000, and in the lean-agile field over 2000 all-in-in over the years.

As an independent again – I have done work with Vickers Oil in Leeds, UK as well well as with CGI Holland.

In 2026 I ventured into a freelancing [agreement with WOWagile.com](#), a collaboration of experienced subject matter experts.

### CGI Financial Services

2021- 2025

CGI internal: Agile Transformation Lead/Business Analyst/Agile Coach/trainer

fall 2021- late spring 2025

#### CGI in Sweden, Holland and Germany

- Sr Instructor: SAFe courses: Leading SAFe, SAFe Scrum Master, SAFe Product Owner/Manager, RTE.
- Developer of tailored agile courses and instructions.
- Developed and gave inspirational agile lectures for Korn Ferry – as well as regular online trainings with corporations in South America as well as the US. Clients in the defense, packaging and vehicle industries.
- Developer of strategies, bids and framework-technical feasibility discussions.
- Certified over 10 RTEs at CGI
- Being the contact for Scaled Agile Framework's European office

#### CGI consultant: Sr Agile Coach and RTE – *Riksbanken*

Aug 2022-May 2025

Introducing developmental value streams at the Centrall Bank of Sweden, enabling Lean-Agile Release Trains. Training, ad-hoc work shop facilitations, curricula development and coaching product management, team coaches (Scrum Masters), certifying RTEs and product owners as well as Product Managers. Facilitating initial PI events (big room planning) as well as other ceremonies. Coaching and training business agility on C-level and above, helping transform and synchronize teams and methods of working. Introduced the bank to concept of Product Management and re-organized the transformation effort – from managers to statisticians, economists, architects, analysts and developers. Introducing WSJF (weighted shortest job first) at C-level.

Applied changes in Azure Project set-ups to fit organisation, introducing standard ways of defining Epics, Features etc. Coaching top-down and bottom-up. Initiated the use of @Scale add-on (Nooga) to enable remote and visual PI events, and transparency for all.

Several SAFe® courses given, as well as producing courses in generic scaling of Agile, Azure DevOps implementations, Scrum Master and Kanban literacy. Certified three RTEs at the bank.

#### CGI consultant: Agile Coach – *InterIkea Marketing and Communication*

spring 2022-summer 2022

Sr agile coach role – in charge of developing three teams to evolve from fairly rudimentary agile cognition to being able to follow both Scrum and Kanban oriented approaches. Here, a method called Dual Track was already decided on, and in Denise's case it also entailed working closely with “Jeff Gothelf”-inspired UX-researchers and -designers. OKR-orientation and follow-up. Practical guidance to enable value-based deliveries.

#### CGI consultant: Agile Coach – *Atlas Copco*

fall 2021- spring 2022

Led a small team to an improved cohesiveness, product-orientation. Clarified “agile” and put theories to practice. Tailored course-development.

---

## ProgressLEAD Scandinavian Management AB/Jambiz Group

2018 to 2021

Agile Transformation Lead/Business Analyst/Agile Coach/Project Management instructor/trainer

Established, led and supported agile transformations from portfolio level to working groups and in the reversed order. Coached internally and externally. Responsible for the company's LearningLEAD initiative, which enabled both consultants and customers to become certified Agilists and/or PMP® certified project managers. Coached and trained in SAFe® and PMI® subjects externally and internally as well as in facilitation and workshop management. I helped PMP® and SA® -certify over 30 persons within the company in addition to external courses held.

Part of the management team and its initiatives around innovation and portfolio management, which meant methodology immersion, team building, communication and presentation.

Hired as sr. instructor "Leading SAFe®", "SAFe® Product Owner/Manager", "SAFe Scrum Master®" etc. SAFe® courses for Jambiz Group and as a training consultant for ReadyNez.

Hired by the American educational companies International Institute of Learning, IIL (NYC) and KornFerry (Los Angeles / Boston) for knowledge-specific areas, such as risk management, facilitation, and most things related to classic project management as well as LeanAgile initiatives.

Has on several occasions coached Scrum Masters towards the RTE role in both SAFe® and in less formalized contexts.

## SAAB Defense and Security

2006 to 2023

Recurring sr. instructor

Education, coaching and mentorship in the 10 different knowledge areas of traditional project and program management (ISO 21500/ PMBOK®), such as risk management, cost and scheduling as well as governance for middle managers and steering group members. Held workshops related to agility and functional, hierarchical work. Recurring visits to SAAB 4-10 times a year onsite and online.

Also delivered tailored courses and coaching instances.

## Zurich Insurance, Switzerland and the Czech Republic

2018 to 2020

Business Analyst/hybrid agile/traditional

Helped develop the role of the business analyst (BA), so that current and future BAs become solution-diagnostic at the same time as they clearly define both functional and non-functional requirements regardless of methodology. Due to the fact that the company works in hybrid mode (both agile and traditional), the relationship between traditional requirements management and epics - features - user stories was emphasized.

## Qatar Telecom, Qatar Foundation, Al Jazeera etc.

2002 to 2015

Sr. instructor, Agile coach/traditional and hybrid, business analyst

Trained, developed and coached in project management, business analysis and portfolio management (corporate and strategic) for a number of companies in the Middle East, mainly in Qatar but also in Dubai, the United Arab Emirates and Oman. Conducted a number of workshops on cost accounting methods for projects and programs as well as risk workshops in these countries as well as in Lebanon and Morocco. During those years, I travelled to the Middle East at least once a month for over 12 years. Hence, cultural adaptations were noted and internalized.

## Denizen of Sweden (own company)

2001 to 2018

Educator, speaker, project management, agile transformation, sr. product/service strategist, coaching/mentorship

Founded Denizen of Sweden, as an independent consultant, instructor and coach in traditional project & program management and Business Analysis subjects. In 2008, together with a team from George Washington University, Denise created an agile education program which was used for several years, including at HSBC in England and Switzerland.

### Lectured and coached for companies such as:

Volvo Cars (Sweden), Toyota (Belgium), Spotify (Sweden), Microsoft (France, Germany), Hewlett-Packard (Europa), Zürich (Switzerland), Ford (UK), Barclays Capital (UK), HSBC (UK, Switzerland), Dupont (Spain, Switzerland), Aventis (Germany), InterIKEA (Athens, Greece + Delft, Netherlands), AP Möller Maersk (Denmark, Spain, Morocco), Motorola (China), British Petroleum (UK), MI5 (UK), GE Money Bank (UK and Eastern Europe), Abu Dhabi Investment Authority (UAE), Qtel/Ooredoo (Qatar), Bank Muscat (Oman), Swiss Re (Switzerland), SAAB Defense (Sweden), Maersk Oil (Denmark, Kazakhstan, Qatar), Chengiz-Chevroil (Kazakhstan).

A selection of assignments in coaching / strategy / mentorship that Denise performed:

- Responsible for adjusting and validating the governance model for Maersk Oil together with their PMO and Boston Consulting Group to comply with PMI® (2011)
- Product ownership for an investment within ICA Maxi (2002-2003)
- Cost and schedule management for Alecta (2006-2008), including financial follow-up of 12 projects in a program that ran for 7 years Development / training of agile requirements for BAs, for Folksam (2018)
- Agile Product Ownership and strategy development for InterIKEA (Athens, The Hague, Helsingborg, 2016-2017)
- Creation of a "war room" - a simulation for Maersk Oil Trainees, and a 2-day workshop in risk management for oil engineers at Maersk Oil in Aberdeen and Copenhagen, (2017-2018)

### IT Project Manager

Program Manager for a team of 42 developers and testers, building an Object-Oriented system for the travel industry. Project and Product Manager for a system developed for the Exhibitor Älvsjömässan.

### Nocom and Visuell Information/Entra

1995 to 1999

#### Product- and Project Manager, Internet Applications

Project manager for Sweden's very first commercial "Connect to Internet" package for Tele2 and one of the first hosting services in Sweden: Algonet. Denise was responsible for Netscape Server installations and later, when working for Visual Information, product manager for web solutions and responsible for 10 web developers and designers. Trained both internal consultants and external customers in the various technical solutions we sold, as well as HTML and CSS. Entra acquired Visuell Information late 1998.

### Naturhistoriska Riksmuseet

1989 to 1995

#### IT Manager

Head of what that in those days was termed "computers" ie – computer-department - from physical installation of the Internet at the museum 1991-1992 to creating Sweden's 10<sup>th</sup> HTML-based web in 1993, to the first booking system for the IMAX theatre Cosmonova. Management of all units purchased for/by researchers and exhibitions, including application adjustments and development.

### Reuters Nordic

1987 to 1989

#### Developer/Micro Computer Analyst

Developer of Reuters' Unix-based systems and database system Informix. Also, operationally responsible for (Unix) server installations and maintenance throughout the Nordic region.

### Abel-Noser Corporation, NYC, USA

1981 to 1987

#### Developer, technology documentalist and project manager, financial systems

Developer of financial systems for discount brokerage Abel-Noser, a Wall Street money brokerage firm. Responsible for end-user documentation. The last assignment at Abel-Noser involved project management of an investment system for the UN Pension Fund. This included technical documentation and training of UN personnel. Computer languages: Kerningham-Ritchie C (!) And Clipper-compiled DBaseIII.

### Scandinavian Marine Claims Office, NYC, USA

1979 to 1981

#### Telecom and computer management

In this Scandinavian company for re-insurance matters in logistics and shipping, responsible for installations, training and maintenance of everything "electronic": telephony, telex and the world's first word processors!

---

## Courses and certifications

Generative AI Foundation, Databricks, summer 2025  
Scaled Agile Framework SPC® 6.0 & RTE® 6.0 (2018, 2023)  
*Enabled to teach SSM, SA, POP/M & RTE 6.0*  
Scaled Agile Framework, Remote Trainer® (2020)  
Scaled Agile Framework, Validated Trainer®  
Certified Scrum Master, CSM® (2009)  
PMP® (2005 – present)

## Expert areas

Scaled Agile Framework (SAFe) Agile Methodologies  
Digital, disruptive transformation  
Leadership, Mentorship,  
Training, Coaching, Facilitation  
Project and program management  
Risk management

## Education

Risk Management, Earned Value Management, Scheduling and Cost Control, Governance, Business Analysis, Enterprise Business Analysis, UML, Use Cases. **Diploma Programs, George Washington University USA (2000-2009)**  
Assembler, C and Cobol programming, Systems Analysis,  
Managerial Accounting, **Associate degree, Pace University USA (1979- 1986)**  
**Marketing and Economics**, Associate degree, IHM (1992-1993)  
**Deutsche Schule** Stockholm, Regular schooling but in German  
**Kathmandu University**, Rangjung Yeshe Institute of Buddhist Studies 2012 & 2014, Colloquial and Classical Tibetan  
Professional Photographer **NY Institute of Photography**, 2022