



# John Dyson

Product Owner | Agile Backlog Specialist

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🌐 <https://www.linkedin.com/in/johnfdyson/>

## MY CORE MESSAGES

### Agile Product Backlog

*A prioritised product backlog is critical to agile success, especially when operate at scale. As multiple products are competing for development capacity we must prioritise at the portfolio level.*

### Demand Agile!

*Capacity is always limited—so we must manage demand to ensure that we are delivering the right thing and maximising value. Outcome is more important than output.*

### Common sense

*I have been in this business for over 30 years and have used and abused the full range of methods, I will help you use the right techniques.*

## ABOUT JOHN

I work with businesses to define and build prioritised agile development product backlogs. I work at portfolio and product levels, delivering aligned backlogs at a portfolio level, enabling the development teams to build the highest priority feature. I ruthlessly eliminate blocking dependencies, giving each product a clear route to delivery and market. I coach by doing, fully hands-on, delivering value.

## TOP 4 SKILLS

- Portfolio and backlog management
- Building Product Owner Teams
- Problem simplification
- Elimination of dependencies

## LAST 3 ASSIGNMENTS

### Product Owner

📅 Nov 2019 - current

📍 VF Corporation

Building and delivering a prioritised backlog for marketplace integrations, direct to consumer, and customer loyalty products. Development of best practice, coaching waterfall project management in agile techniques.

### Product Owner

📅 Mar 2019 - Oct 2019

📍 Samsung Electronics

Gathering country specific requirements (Italia/Iberia) for Europe wide e-commerce migration, creation and refinement of country backlogs.

### Lead Product Owner

📅 Nov 2014 - May 2017

📍 Liberty Global (Amsterdam)

Led the development of the Agile Practice Product Owner team, implementing good practice which improved the pace and quality of development in an enterprise environment. Product Owner for Identity and Access Management and Security and Parental Controls products.

## EXPERT IN

### 📅 Portfolio and Product Backlog management

Simplifying processes and and developing effective and value-driven Product Backlogs: balancing long-term and short-term goals, facilitating informed prioritization, and enabling realistic budgeting and planning.

### 🗨️ Backlog techniques

Using Impact Analysis and User Story Mapping and other techniques to enable all stakeholders to visualise how they product is delivered and where the value lies.

### 🔍 Core Business Analysis

Full 'old school' business and systems analysis skill set covering the whole lifecycle from IT Strategy to testing and commissioning.

## TESTIMONIAL

John is able to break complexity down into small chunks that are: clear, deliverable and without dependencies. His understanding of agile delivery and his technical knowledge made him a unique contribution to the team and helped us move forward. Furthermore is he able to communicate clearly to both business and technology which makes his contribution even more important.

*Michel Muizer, Liberty Global*