Holistic Transformation

Martin Christensen

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ROLES

- Transitional and transformational coach
- Organisational developer
- Product Model coach
- Transformation assessor
- Team coach, Agile coach, Scrum master
- Personal development coach
- Leadership coach
- Agile and UX mentor
- Trainer, teacher and workshop facilitator
- Engineering manager
- Product manager / Product owner

ME IN A NUTSHELL

I am a Product Transformation coach enabling empowered teams, effective organisations and successful products since around 2017. I have experience helping the end user of a product or service as a UX designer, servant leader, team facilitator and teacher since 2001. I've written a book about how to implement product discovery methods with highly collaborative empowered teams. For me, it is equally important to build the right product as to build it in the right way, including making everyone feel awesome in the process.

A TRANSFORMATIONAL APPROACH

I enjoy holistic assignments. One such assignment I had at a department at King, where I *attained comprehension* of the current situation through interviews and assessments, *promoted awareness* of the situation through teaching models and facilitating workshops, *boosted ownership* through coaching individuals, teams and leadership, developed competencies through running trainings, *facilitated barrier removals* through addressing the built-in immunity to change and getting buy-in, and *catalysed improvement* through challenging assumptions and inviting people to change. The teams and individuals I worked with got a bigger confidence in themselves and could change their processes when needed on their own.

COMPETENCIES

I have extensive knowledge in the following areas:

- Agile mindset and methodology
- Organisational development
- Adult development
- Leadership development
- Team development
- Team collaboration
- Team topologies
- Product Strategy
- Product Discovery
- Product Delivery
- User Experience
- User Research
- Interaction Design
- Lean Startup and Lean UX

METHODS

Amongst many, I usually utilise these methods:

- Co-active & Integral coaching
- Professional coaching, facilitating and advising
- Process-driven, Result-driven, Value-driven and Peaceful Transformation
- Vertical facilitation
- The Leadership Circle coaching
- Organisation and Relationship Systems Coaching
- Enterprise coaching
- Servant leadership
- Training from the back of the room
- Design Thinking and co-creation
- Interviewing and active listening

CONSULTANT EXPERIENCE

Freelancer/consultant in my own company **Holistic Transformation** since 2013 as a coach, trainer or designer. From 2013 to 2018 under **Crisp** and from 2019 to 2020 under **Zington**. Assignments larger than a few weeks listed below:

Mar 2025 - Apr 2025   **Product coach, Odevo**
Developed the product discovery capabilities in the Odevo product teams through training and coaching.

May 2024 - Now   **Personal Development coach, House of Evolution**
Developing people through personal coaching and training, in partnership with House of Evolution.

Nov 2023 - Apr 2024   **Product Development Transformation Coach, EQT Motherbrain**
Changed the focus of the Motherbrain platform team towards business impacts, customer value and user value, through training, assessing the organisation and supporting the team's transitions as well as concurrently developing the people.

Jan 2021 – May 2023   **Transformational Coach, King**
Guided the transformation of King's backend organisation Core Platform into a more product-focused one, through teaching and coaching Product Discovery and Agile, supporting Product Managers, and helping teams and individuals to develop both their skills and their mindset. The teams learned the mindset very well along the way and could change the process when needed on their own.
https://holistictransformation.se/developer-experience-at-king/

Sep 2020 – Dec 2020   **Product Discovery and Agile team coach, King**
Helping Candy Crush Soda organisation with Product Discovery through teaching, coaching and facilitating, as well as being Agile team coach for one of the Soda teams.

Aug 2018 – Jun 2019   **Transformational coach, SVT**
Helped SVT Play group transform from individual teams with a strong sense of "I", to one big "WE" team, as well as structuring their way of working around Product Discovery. Afterwards, the teams had a clear and effortless way to do SVT Play-wide work. There was harmonisation between teams, platforms and also user and software interfaces through alignment around a roadmap.
https://holistictransformation.se/case-study-svt-play/

Jan 2020 – Jun 2020   **Transformational Coach, Genero Solutions**
Helping the whole Genero company to solve their growth problems by transforming into a more agile and collaborative organisation, including coaching the leadership team, through a thorough organisational assessment and co-creation of solutions. The leadership and the employees saw the problems of the whole organisation clearly and could prepare for the upcoming transformation.
https://holistictransformation.se/case-study-genero-solutions/

Jan 2020 – Apr 2020 **Product Discovery & LeanUX Coach, King**
Teaching Product Discovery and LeanUX for the King Shared Tech organisation and Candy Crush Soda teams to increase their agility.

Jan 2018 – Jun 2018 **Agile & Lean UX coach, Snow Software**
Helped introduce Product Discovery to key people in the company, such as product managers, sales leads and tech leads, as well as coaching and mentoring a group of UX and research people. Also taught UX methods to cross-functional delivery teams. The competencies development at Snow led to a change of view in the company as a whole, starting a transformation journey towards a more customer-centred organisation. The training gave them enough skills to perform qualitative research complementing it with their previous quantitative and through that finding new business opportunities. https://holistictransformation.se/case-study-qwaya-snow/

Jan 2018 - Jun 2018 **Agile team coach, SVT**
Helped the SVT Children's department, developers and journalists, to collaborate better and continuously improve their processes, through agile coaching and training. The shared language around improvement gave the most impact in the team, giving birth to fruitful discussions in adjacent areas as well as acting as a catalyst for change within. The team found new practices that helped them raise the quality of their deliveries. Today, the previous members of this team are advocating for change when needed in their new teams. https://holistictransformation.se/case-study-svt-mixat/

Nov 2017 – Dec 2017 **Teacher Agile & Lean UX, Nackademin**
Taught courses in Agile (Scrum, XP, Kanban), UX (Design Thinking) and Lean UX (Lean Startup) for two classes of UX designer students.

Aug 2017 – Oct 2017 **Agile & Lean UX coach, SVT**
Helped the new SVT Sports app team with becoming highly effective and efficient through creating a strong culture of collaboration and a clear discovery process. Afterwards, the team managed one one the smoothest digital product releases in the history of SVT. They continued to tackle problems with excellence through their well-balanced teamwork. The team also acted as mentors as their way of working became viral in the organisation. https://holistictransformation.se/case-study-svt-nyheter/

May 2017 **UX coach, AcademicWork**
UX coach for a development team, teaching and coaching Lean UX, which helped them efficiently connect with their users.

Apr 2017 – Dec 2017 **Transformational coach, GfK NORM**
Agile transformation coach for a development team, teaching and coaching Scrum, collaboration methods and culture. Afterwards, the team could work autonomously analysing their own process problems and easily identify which problems that they could solve and which they couldn't. This information helped the CTO to restructure his work force in a more efficient way. https://holistictransformation.se/case-study-gfk-norm/

Sep 2016 – Mar 2017 **May 2015 – Dec 2015**	**Agile coach, UX designer, UX strategist, Bonnier News/Expressen** Agile and Product Discovery coach for a large development team, helping build an internal publishing tool both through being a UX strategist, UX designer and foremost helping the team to collaborate effectively.
May 2014 – May 2015	**User Researcher & UX designer, Travellink** User research and redesign of a tool for business travel booking.
Feb 2014 – Apr 2014	**UX Designer & Coach, Magine** Coached a team to collaborate with other teams, as well as helping out doing UX design for the purchase flow of the Magine TV app.
Aug 2013 – Mar 2014	**UX Coach, Qwaya** Coached a few individuals in user research / UX interview techniques and how to facilitate different kinds of UX workshops. .
Aug 2013 – Oct 2013	**UX Researcher & Designer, Episerver** Researched and designed a new search app within the EPiServer CMS system.

EMPLOYMENTS

Aug 2019 – Jul 2020	**Employee coach and Mentor, Zington** Part-time coaching and mentoring UX consultants within Zington Xperience to develop their competencies and support them in their consultant assignments.
2013	**Product Owner and UX Designer, EPiServer** Responsible for the user experience in EpiServer CMS (version 7.5). Conducted user research and usage test to validate new functionality. Created interaction design for this new functionality. Acted product owner to give maximum support to the CMS team.
2010 – 2013	**Senior Usability Expert, Cint** Responsible for the UX process, creating and presenting UX deliverables and metrics, acting as product steward together with product manager, working closely with agile teams and doing usage tests with clients. Helped deciding minimum viable products and releases using Lean Startup and Lean UX methods. The role was part product (and UX) design strategist, part user researcher and part interaction designer. Also helped out with agile work processes and general problem solving.
2012	**Product Design Expert, Reachr** (through **Cint**) Helped with starting up the product design using Lean Startup methods, conducted user research, validated the minimum valuable product with usage tests, created interaction design, and acted as a product discovery guide during the startup phase.

2010   **User Experience Consultant, Kentor**
Assigned to **Swedish Pensions Agency** as an interaction designer
and requirements analyst, working in an agile team with a new
web service concerning housing supplements for pensioners.

2010   **Interaction Designer Hitta Mäklare**
Interaction design and information architecture for a new version of
hittamaklare.se

2009 – 2010   **Program Manager & Lecturer, KYH**
Responsible for managing the 2-year study programme of Agile
Web Developer in both Stockholm and Gothenburg, as well as te-
aching agile (Scrum, XP, Lean, Pomodoro) and usability (informa-
tion architecture and agile user experience design).

2009   **Usability Engineer, GE HealthCare AB**
User-centred analysis, design and validation of chromatography
systems. Agile planning and coaching (mostly Scrum).

2008   **Agile Project Manager & Interaction Designer, Astando**
Requirements analysis in agile projects and GUI evaluations.

2002-2008   **Lecturer, Department for Science and Technology, Linköping Uni-
versity**
Head of a bachelor of science education programme aiming to-
wards mobile services. Teaching user experience design, usability,
interaction design, traditional and agile systems development
(mainly Extreme Programming), foundation language programming
(in Ada), web development (in HTML/PHP) and software quality.
Educational design and planning.

2001   **Teacher's assistant, Department for Computer and Information
Science, Linköping University**
Assistant in Software Engineering and Ada-programming

2001   **Thesis Worker, Xpedio Linköping Ubiquitous Research Center**
Thesis work about measurable usability goals and prototyping for
mobile phones

EDUCATION

- **Professional Scrum Product Owner (PSPO)**, Fredrik Wendt, ProAgile, Stockholm [2025]
  Updating the Scrum and PO skills according to the new version of the Scrum Guide.
- **Organisation and Relationship Systems Coaching (ORSC Module 2),** Chris Howell, CRR UK, Online [2025]
- **The Leadership Circle [TLC] Certification**, Leadership Circle, Online [2024]
- **Organisation and Relationship Systems Coaching (ORSC Module 1)**, Nairy McMahon, CRR UK, Online [2024]
- **Advanced Agile Masterclass**, Alistair Cockburn, Heart of Agile, Copenhagen [2023]
- **TRANSFORMED**, Marty Cagan, SVPG, Stockholm [2023]
- **Coaching the Coaches** (in Product Discovery, Leadership, Transformation), Marty Cagan, SVPG, London [2022]
- **Enterprise Coach Mastercamp (ICP-ENT, ICP-CAT)**, Michael Hammon & Michael Spayd, Collective Edge, Online [2022]
- **Immunity to Change**, Bob Kegan, Minds at Work, Online [2022]
- **Wardley mapping**, Ben Mosior, Online [2021]
- **Integral Coaching Fundamentals**, Chris Alder, Integral Coaching Canada, Online [2021]
- **Agility in the Enterprise (ICP-ENT)**, Michele Madore, Trans4mation, Stockholm [2020]
  Enterprise transformational coaching mindset and methods, Agile Integral.
- **Certified SAFe 5 Agilist**, Stockholm [2019]
  SAFe foundation course
- **Leadership Agility from the inside out**, Michael Hamman, Stockholm [2019]
  Transformational leadership through sense-and-respond methods
- **Coaching Agile Teams 2.0 (ICP-ACC)**, Agile Coaching Institute, Stockholm [2017]
  Agile coaching certification course
- **Bikablo Basic Visual Facilitation**, Bikablo Akademie, Stockholm [2017]
  Facilitation course in visual thinking, learning, and collaboration
- **Training from the back of the room**, Crisp, Stockholm [2014]
  Facilitation course in participant driven and experience based learning
- **Customer-centred Service Design**, Transformator Design, Stockholm [2014]
  Service elicitation and customer insight gathering using Service Design methodology
- **Certified Product Owner,** Scrum Alliance, Stockholm [2013]
  Scrum terminology, practices, and principles for a Product Owner role
- **UX Week, Adaptive Path**, Amsterdam [2011]
  Focus on user experience strategy and design.
- **Courses at the educational programme for Cognitive Sciences**, Linköping University [2000]
  Profile courses towards Extreme Programming, cognitive psychology and usability
- **Bachelor of Science in Computer Engineering**, Linköping University [1997-2000]
  Major in software engineering and project management
- **Courses at the educational programme for Computer Science**, Linköping University [1996]
  Fundamental programming courses and cognitive psychology

A FEW TESTIMONIALS

I have worked with Martin in different settings – he has been working in the same team with me as a Product Discovery coach as well as a Personal coach for anyone in the Product or UX roles, including coaching me. Martin has a positive attitude towards helping others grow and he makes sure that people have understood the concepts before continuing. He is very easy to talk to and every single interaction with him has helped me in either getting different perspectives, excelling in the product craft or growing my personal skills. I hope to get a chance to work with him again!

- Kristel Viilup, Product Manager at King

Martin has worked with my team delivering a workshop on product discovery and delivery, personal development sessions and was part of the team to observe interview and compile organizational insights and recommendations. Martin has put together valuable materials throughout these engagements, collecting insightful content from the most relevant and reputable schools of thoughts – presenting them in a compelling, interactive and inclusive way. His contributions are always backed by their extensive experience, science and the wisdom of thought leaders. I highly recommend Martin as an invaluable external perspective to level up your product organization!

- Dhiana Deva, Principal ML Engineer at EQT Group

I've had the chance to work with Martin at several companies, and it's always been a great experience. He's a friendly, humble, and skilled agile coach who brings real value to teams and organizations. If you're looking for support with agile ways of working, product development, or leadership coaching, I highly recommend him!

- Jon Wålstedt, Principal Engineer at King and Frontend Developer at SVT

I worked with Martin and hired him as expert consultant in agile, UX, Product Discovery. He has the excellent skill to combine training and exercises with coaching and mentoring. He trained our RnD department in basic Product Discovery and User Research techniques and combined that with expert coaching of our UX team. I would love to work with him again and strongly recommend his expertise, you won't get disappointed.

- Jagannath Tammeleht, Head of UX & Research at Snow Software

Martin has a brilliant ability to develop the people around him and create good conditions for team collaboration, both as agile coach and UX designer. He is sincere and constructive in his way of questioning and giving feedback, skilled at facilitating retrospectives and workshops as well as good at prioritising and focusing on the right thing at the right time. Martin has helped me tremendously in my development as both UX designer and team member. It is a luxury to work close to a coach who gladly and constructively shares his knowledge and experience.

- Lea Kovac Beckman, UX designer & Art Director at SVTi

COMPETENCE LEVELS

According to levels set by the Swedish chamber college.

Level 5 (Expert, 9-12 years of experience, at least 3 years on this level)

Agile, Scrum, Extreme Programming, User Experience, Product Development, Lean Thinking, Product Discovery, Product Delivery, Teacher-centred learning (Direct Instruction), Student-centred learning (Inquiry-based Learning), Design Thinking and co-creation

Level 4 (Very high or wide competence, 9-12 years of experience, at least 2 years of level 3)

Lean Startup and Lean UX, User Research, User testing, Kanban, MVP, Coaching, Team collaboration, Workshop facilitation, Communication, Change Management, Interaction Design, Servant leadership, Mind-centred learning (Training from the back of the room), Interviewing and active listening

Level 3 (High or wide competence, 4-8 years of experience, at least 2 years of level 2)

Co-active & Integral coaching, Professional coaching, facilitating and advising, Organisational development, Adult development, Team development, Cultural Transformation, SaaS, Product Strategy, Process-driven, Result-driven, Value-driven and Peaceful Transformation, Vertical facilitation, Enterprise coaching, Requirements Engineering, Roadmaps

Level 2 (Educated in the area, 1-3 years of experience)

Leadership development, The Leadership Circle coaching, Organisation and Relationship Systems Coaching , Team topologies, Conflict Management, CMS, Service Design, Software Engineering, SAFe