



MARCO HÄFNER

Agile Manager

CONTACT

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SKILLS

- 🕒 Agile project management
- 🕒 Innovative leadership methods
- 🕒 Solution-oriented
- 🕒 Fundraising-/ CRM expert
- 🕒 Communication & mediation
- 🕒 Flexibility
- 🕒 Software development (PHP, JS, SQL)

EDUCATION

- 🕒 2018
CodeFactory Wien
Full Stack Web Developer Bootcamp
- 🕒 2010
Technical University Cottbus
BA Culture and Technology
- 🕒 2005
Technical University Cottbus
BSc Information and media technology

LANGUAGES

- 🕒 German (mother tongue)
- 🕒 English (fluent)
- 🕒 Spanish (beginner)
- 🕒 Czech (beginner)

HOBBIES

- 🕒 Table tennis instructor, dancing

PERSONAL PROFILE

- Inspiring **team leader** with outstanding leadership skills in **agile project management**
- Implementation of **enterprise** projects
- Strong sense for **strategic decisions**
- Effective **stakeholder management** and customer focus
- **Growth mindset** and **prototyping** mentality
- Interest in **new trends and technologies**, rapid acquisition of new knowledge, continuous learning
- Expertise in **Open Source** development
- Proficient in **frontend** and **backend** web technologies
- Over a **decade** of **fundraising** and **CRM** experience

WORK EXPERIENCE

- 🕒 **Head of Software Development CRM | 2017 - Present**
Greenpeace in Central- and Eastern Europe
 - **Project management** and oversight for the migration to the open-source CRM "CiviCRM" across 7 countries
 - Established a proficient **software development team** specializing in Web Development and Data Engineering
 - Identified and seamlessly integrated new technologies to optimize **processes** and overall efficiency
 - Introduced modern **Data Science** technologies, including the implementation of a Propensity Scoring Model for fundraising
 - Actively fostered collaboration within the CiviCRM community, leading to the development of **innovative solutions**
 - Held a pivotal role in **product management** for CiviCRM and its associated tools
- 🕒 **Team leader CRM and Fundraising | 2015 - 2017**
Greenpeace in Central- and Eastern Europe
 - Implemented an **agile framework** encompassing Kanban, SCRUM, Design Thinking, and Agile Coaching
 - Conducted thorough **prototyping** to validate fundraising hypotheses effectively
 - Established robust **test procedures** and quality standards to ensure comprehensive quality assurance.
 - Produced precise reports using **SQL and BI-Tools (OLAP)** for accurate data analysis.
- 🕒 **Projekt Manager Marketing | 2011 - 2015**
Greenpeace in Central- and Eastern Europe
 - **Project Manager** for the CRM migration from the old Legacy CRM to the IMB "Integrated Marketing Base" solution
 - Implemented a **ticketing system** following IKT standards for streamlined operations
 - Ensured adherence to schedules, **budgets**, and stringent quality standards throughout the project