

## Rashid Smith

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### PROFESSIONAL SUMMARY

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Agile Transformation Coach and SAFe® Program Consultant (SPC6) with 10+ years of experience in business development, agile coaching, marketing, and sales. Trained and consulted with large and small organizations to transform their operations through Lean, Agile and DevOps best practices. Delivered over 150+ SAFe certification trainings.

#### AREAS OF EXPERTISE INCLUDE:

- Lean, Agile, and DevOps Development
- Executive/Team Coaching and Training
- Learning Curriculum Creation
- Certification Class Instruction

#### KEY AWARDS AND ACCOMPLISHMENTS

- SAFe Certified Program Consultant 6.0
- SAFe Certified DevOps Practitioner 6.0
- SAFe Certified Release Train Engineer 6.0
- SAFe Certified Product Owner/Product Manager
- DASA DevOps Fundamentals Certification
- DASA DevOps Coach Certification
- Strategyzer Full Curriculum Certification

### EXPERIENCE

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#### Senior Agile Coach

2022 - Present

AT&T Agile Center of Excellence | Chicago, IL

- Implementing Train the Trainer and Coach the Coach programs to scale enterprise business agility.
- Fostering a Continuous Learning Culture by helping transform AT&T into a Learning Organization.
- Leading employees at all levels to attain Personal Mastery, developing Mental Models, encouraging Systems Thinking and aligning on Shared Vision.
- Enterprise SAFe® Trainer responsible to deliver SAFe® Certification courses across AT&T and its lines of business – Leading SAFe®, SAFe® POPM, SAFe® Scrum Master, SAFe® Advanced Scrum Master, SAFe® for Architects, SAFe® Lean Portfolio Management, SAFe® Agile Product Management.
- Designing customized Agile trainings – slide decks as well as custom exercises to clarify and reinforce Agile concepts.
- LACE development.

#### Principal Enterprise Trainer

2018 - Present

Agile Scaling Experts | Chicago, IL

- Delivered over 150+ SAFe Certified Trainings and workshops including:
- Leading SAFe, SAFe Scrum Master, SAFe Advanced Scrum Master, SAFe DevOps, SAFe PO/PM, SAFe Agile Product Manager, Lean Portfolio Management, Agile Software Engineering, SAFe Release Train Engineer, SAFe for Teams, SAFe Value Stream Workshops, Custom Leadership Training, Executive Workshops and more.

- Trained and consulted with companies including Dell Technologies, UL, Amazon AWS, CVS Health, Alliant Credit Union, Transunion.
- Trained leaders and teams in using Planview, Jira, Azure Boards and Strategyzer Business Model Generation Tool.

### **Engagements:**

- Developed custom leadership training for Dell Technologies Cyber Security Division using the Training from The Back of The Room Methodology for both executives, leadership and the teams. Trained cybersecurity engineering in SAFe, Lean and DevOps Fundamentals which led to near instant improvements in the first demo following the training. The success in engineering led to an invitation from higher level leadership teams to drive a complete cybersecurity agile transformation.
- Developed and implemented custom trainings and labs for cybersecurity leadership.
- Developed and implemented custom trainings and labs for engineering leadership team.
- Facilitated Value Stream Workshop with cybersecurity leadership with positive outcomes.
- Facilitated Agile Release Train PI Planning Readiness with positive outcomes.

### **Chief Product Officer** MindPropel | Dallas, TX

Jan. 2017 - Dec. 2018

- Physical Product Companies: worked closely with dozens of private label sellers on starting a new business or scaling an existing one.
- Coordinated fundraising activities with product and marketing teams to secure over \$650,000 in funds within one quarter.
- Managed multiple mm+ figure Amazon Brands through product launches & marketing promotions.
- Lead the production and release of an Exclusive 25 hour in depth Advanced Amazon Seller Training Program on beginning a private label physical product business.
- Coordinated the development of a SAAS product for Amazon sellers using the lean startup.
- Created feedback loop for SAAS product to verify MVP and new features with customers.
- Managed the operations and marketing team that hosted networking events in Dallas, Canada, Chicago, and London.

### **Program Manager** Nov. 2016 Bayyinah LLC | Dallas, TX

Feb. 2015 -

- Devised marketing strategies for all domestic and international traveling seminars and training intensives.
- Designed and implemented sales funnels along with automated email marketing campaigns.
- Implemented tracking and reporting to measure and improve efficacy of the promotional efforts.
- Consult with internal teams and advertisers to drive performance and retention of digital business.

- Created quantitative and qualitative campaign analysis of marketing campaigns based on objectives and KPI's.
- Created the first in-depth standard of procedures for marketing live events and digital products at the company.
- Worked with the technology department to implement custom-built software solutions to automate event creation & marketing processes.

**Founder**

2012 - 2015

SmithTrends Digital Marketing & Web Design Agency | Chicago, IL

- Created multiple websites using HTML5/CSS3, Bootstrap, and WordPress for clients and personal projects.
- Consulted multiple physical product businesses in how to scale using paid traffic and marketing automation efficiently.
- Trained non profit organization marketing teams in brand building, CRM Solutions and implementing vision focused marketing strategies.
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**EDUCATION**

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<b>Gulf Coast State College</b>   Associate degree Information Technology	Pending
<b>Western Governors University</b>   Bachelor's in business administration, Management	Pending

**SKILLS**

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Agile Development | Agile Product Management | Project Management | Agile Coaching | Leadership Coaching | Scrum | XP | Release Management | Training & Development | Business Model Innovation | Business Model Development Agile Contracting | Enterprise Kanban | Azure DevOps | Product Development | Agile Methodologies | Training Delivery | Facilitation | Strategy Development | Jira | DevOps | Planview | Lean Budgeting | Portfolio Management | Collaboration | Software Development | Executive Management | Cloud | Microsoft Azure Services | OpenAI | Python | Azure AI Studio