



ABOUT ME

I am the founder of Direct Agile Ltd, Direct Agility limited and co-founder of Building Agile World, both focused on driving Agile transformation and knowledge sharing. Beyond Agile, I enjoy life with my two miniature dachshunds, Izzabella and Annabella, who constantly remind me of agility in action—adaptable, determined, and always up for a challenge!

KEY SKILLS

- Agile Transformation Leadership – Leading end-to-end Agile transformations across large-scale enterprises.
- Line Management & Coaching – Recruiting, mentoring, and career development for Agile coaches and leaders.
- Business Agility & Organisational Change – Driving large-scale change across multiple departments.
- Strategy Execution & Governance – Defining and executing enterprise Agile strategies with measurable success.
- Facilitation & Training – Designing and delivering Agile training for executives, teams, and cross-functional groups.
- Executive Leadership Coaching – Coaching senior leaders and C-suite executives to embrace Agile mindsets.
- Data-Driven Decision Making – Utilising Agile metrics, OKRs, and maturity assessments to guide improvement.
- Enterprise-Level Agile Frameworks – Expertise in SAFe, Scrum, Kanban, Lean Portfolio Management, and OKRs.
- Stakeholder Engagement & Collaboration – Working across multiple levels to align business and Agile strategy.

TOOLS & FRAMEWORKS

Agile Frameworks: Scrum, SAFe, Kanban, Lean, OKRs, Lean Portfolio Management

Tools & Platforms: Jira, Confluence, Azure DevOps, Miro, Mural, Trello

Facilitation Methods: Large-scale workshops, Design Thinking, Training from the Back of the Room (TBR)

SABRINA C E NOTO

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PROFILE

As an Enterprise Agile Coach with over 15 years of experience, I specialise in leading full-scale Agile transformations and implementing strategies that drive sustainable change and growth. I have worked with Fortune 500 companies and large enterprises to embed Agile ways of working at scale, fostering adaptability and continuous improvement. My expertise includes Lean Portfolio Management, quarterly planning, and blending traditional methodologies with Agile frameworks to create practical, organisation-specific solutions. I bring a results-driven approach, blending hands-on coaching, strategic insight, and deep organisational knowledge. My mission is to empower organisations to deliver value more efficiently, respond to market changes faster, and unlock the potential of their teams.

KEY ACHIEVEMENTS

Driving Large-Scale Transformations

- Led end-to-end Agile transformations across multiple organisations, improving delivery efficiency by 30% and reducing lead times
- Transitioned leadership teams from traditional to Agile mindsets, resulting in faster decision-making and improved business agility.

Organisational Agile Strategy Execution

- Developed and executed enterprise-wide Agile strategies, aligning 95% of initiatives with business goals.
- Reduced governance overhead by 20%, streamlining processes and decision-making.

Leadership Coaching

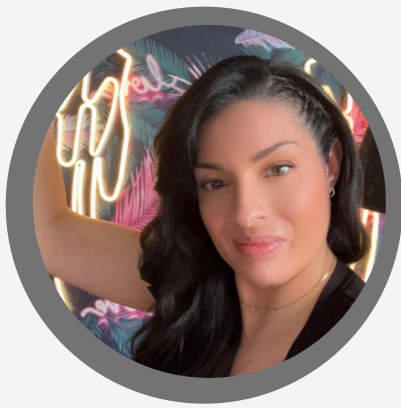
- Coached C-suite and senior leaders on Agile leadership, psychological safety, and adaptive decision-making.
- Designed and led Agile leadership workshops, increasing engagement and Agile adoption across executive teams.

Quarterly Planning & Lean Portfolio Management Implementation

- Introduced quarterly planning across organisations, boosting cross-team collaboration and improving transparency
- Led Lean Portfolio Management adoption, reducing waste and improving time-to-market



- Management Essentials 1 – 3
- Management & Leading People
- Influence and Persuasion



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MBDA (NOVEMBER 2022 – PRESENT)

Leadership Coach | Transformation Coach | Agile Lead

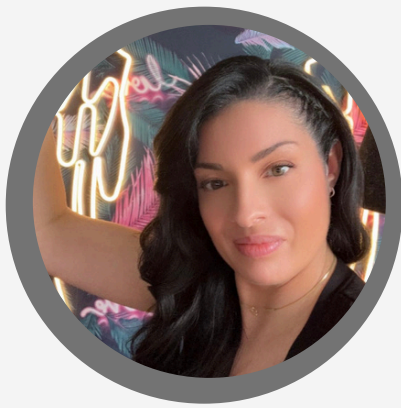
- Led the transformation of a £150 million programme, delivering milestones 25% faster and saving £3 million in costs.
- Designed and implemented an Agile strategy, aligning vision, OKRs, and strategic goals to delivery outcomes.
- Hired, built, coached, and mentored a team of Agile practitioners in implementing the strategy and governance of the Evolved ways of working and in building self organised teams.
- Facilitated large-scale organisational workshops, including strategy sessions with senior leadership to drive Agile adoption across the enterprise.
- Line management experience, recruiting and mentoring Agile coaches and embedding a culture of continuous learning.
- Implemented Agile governance frameworks to improve decision-making and delivery efficiency.
- Developed a customised Jira & Confluence framework to enhance Agile reporting and forecasting.
- Partnered with C-suite leaders to embed Business Agility principles across teams.
- Leadership Coach | Transformation Coach | Agile Lead
- Led the transformation of a £150 million programme, delivering milestones 25% faster and saving £3 million in costs.
- Designed and implemented an Agile strategy, aligning vision, OKRs, and strategic goals to delivery outcomes.
- Built, coached, and mentored a team of six Agile practitioners, reducing external consultancy reliance by 50%.
- Facilitated large-scale workshops with senior leaders, driving Agile adoption across departments.
- Implemented Agile governance frameworks to improve decision-making and delivery efficiency.
- Developed a customised Jira & Confluence framework to enhance Agile reporting and forecasting.
- Partnered with C-suite leaders to embed Business Agility principles across teams.

Business Benefits

- Delivered a 30% increase in delivery predictability and a 15% boost in team productivity through Agile coaching and improved collaboration.
- Reduced governance overhead by 20%, streamlining decision-making and aligning leadership and teams effectively.
- Improved planning accuracy by using Quarterly Planning and Advanced Roadmaps, reducing missed deadlines and rework.
- Enhanced customer satisfaction scores, driven by timely delivery and improved communication.

Key Tools & Frameworks Used

- Jira and Advanced Roadmaps
- Confluence
- Lean Portfolio Management (LPM)
- OKRs
- Kanban and Scrum
- Scaled Agile Framework blended with traditional
- Quarterly Planning



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888 - WILLIAM HILL UK & INTERNATIONAL (OCTOBER 2021 – NOVEMBER 2022)

Enterprise & Agile Coach

- Supported and ed an organisation-wide Agile strategy, transitioning from siloed, annual planning to quarterly planning across three UK sites, Poland and Malta.
- Established Agile Centres of Excellence for Recruitment, Product, and Delivery functions.
- Coached and mentored Scrum Masters and Product Owners into Agile Performance Leads, strengthening leadership capabilities.
- Facilitated enterprise-wide Agile workshops, aligning teams and leadership towards agility.
- Line management responsibilities, hiring, coaching, and mentoring Agile professionals across multiple teams.
- Implemented Lean Portfolio Management (LPM), aligning initiatives to business objectives and reducing waste
- Enterprise & Agile Coach
- Designed and led an organisation-wide Agile strategy, transitioning from siloed, annual planning to quarterly planning.
- Established Agile Centres of Excellence for Recruitment, Product, and Delivery functions.
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- Implemented Lean Portfolio Management (LPM), aligning initiatives to business objectives and reducing waste by 20%.

GREGGS (APRIL 2021 – OCTOBER 2021)

Agile Coach & Trainer

- Led a six-month Agile transformation across Digital, Marketing, HR, and Finance teams.
- Designed and implemented an Agility Framework, embedding new governance and ways of working.
- Delivered tailored Agile training and leadership coaching, ensuring sustainable Agile adoption.

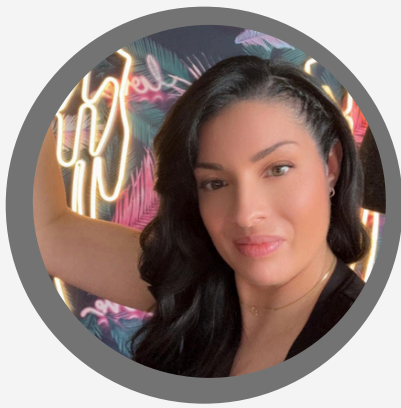
MASTEK (MARCH 2021 - APRIL 2022)

Senior Agile & Leadership Coach and Consultant

Providing expert coaching and training to senior leadership, management, and teams, enabling high levels of Lean/Agile maturity using frameworks such as Scrum, Kanban, SAFe, and XP.

Key Achievements:

- Formulated and implemented a strategy to transition from project-based to product-based delivery.
- Delivered and embedded Agile strategies across digital teams and communities.
- Provided Agile coaching and training to organisations including NHS Digital, NHS England, NHS Improvement, Together Personal Finance Ltd, and IPFS Corporation.
- Collaborated with marketing, design, and social media teams to ensure alignment with organisational goals and public promotion.



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IRIS (SEPTEMBER 2018 – APRIL 2020)

Head of Agile Transformation & Agile Coach

- Standardised Agile processes across 40+ teams in 10 UK and 2 offshore locations.
- Coached 500+ individuals, from teams to senior executives, in Agile methodologies.
- Facilitated large-scale transformation workshops, bringing together key stakeholders to align on Agile adoption strategies.
- Led recruitment and mentoring for Agile Coaches, Scrum Masters, and Product Leaders, driving sustainable Agile growth.
- Implemented quarterly planning & OKRs, increasing transparency and alignment across functions.
- Head of Agile Transformation & Agile Coach
- Standardised Agile processes across 40+ teams in 10 UK and 2 offshore locations.
- Coached 500+ individuals, from teams to senior executives, in Agile methodologies.
- Implemented quarterly planning & OKRs, increasing transparency and alignment across functions.

ENVIRONMENT AGENCY AND DEFRA (FEBRUARY 2017 - AUGUST 2018)

Agile Coach, Trainer and Senior Scrum Master

Agile Coach, Trainer, and Senior Scrum Master supporting the Environment Agency on projects including "I Want to Fish" (Online Fishing Licences) and EU Exit. Improved Agile practices across teams and stakeholders to enhance delivery.

Key Achievements:

- Project: I Want to Fish – Online Fishing Licences
 - Improved Agile methodologies within a novice Agile department, identifying and addressing delivery challenges.
 - Applied LeSS (Large Scale Scrum) principles to create multiple delivery streams with a shared backlog and a single Product Owner.
 - Established one Scrum team for time-boxed work and two Kanban teams for other workflows.
 - Provided Agile training for team members and stakeholders, integrating Agile with existing Waterfall processes.
 - Worked with Service and Change Management to streamline the release process using automated CI reports for assurance.
 - Supported data migration from legacy systems and created new microservices on AWS and Azure multi-cloud platforms.
- Project: EU Exit (NDA)
 - Established and led a new Scrum team to deliver a software platform for processing goods imported and exported under EU Exit requirements.
- Mentored Delivery Leads in adopting Agile methodologies to improve team performance and product delivery.

ADDITIONAL HISTORY: (2004 - 2017)

- October 2016 - January 2017
- March 2016 - October 2016
- September 2015 - March 2016
- June 2014 - September 2015
- June 2013 - June 2014
- April 2012 - March 2013
- March 2009 - April 2012
- July 2006 - March 2007
- Agile Coach and ScrumMaster – St Andrews Healthcare
- Agile Coach and Delivery Lead – Money Super Market
- Big Data and Analytics Scrum Master – Shop Direct Limited
- Sabbatical – Focus on re-training
- Agile Project Manager – Northumbrian Water Limited
- Senior Technical Quality Assurance Manager – EE Limited
- Technical Service Delivery Manager – EE Limited (originally Orange)
- Intelligent Networks System Engineer – Orange PLC