

# Renzo D'Andrea

## Project & Program Manager



# Who I am

My purpose is to help teams learn and develop effectively together.

I grew to value the power of a team through 15 years of professional basketball experience, both as player and coach.

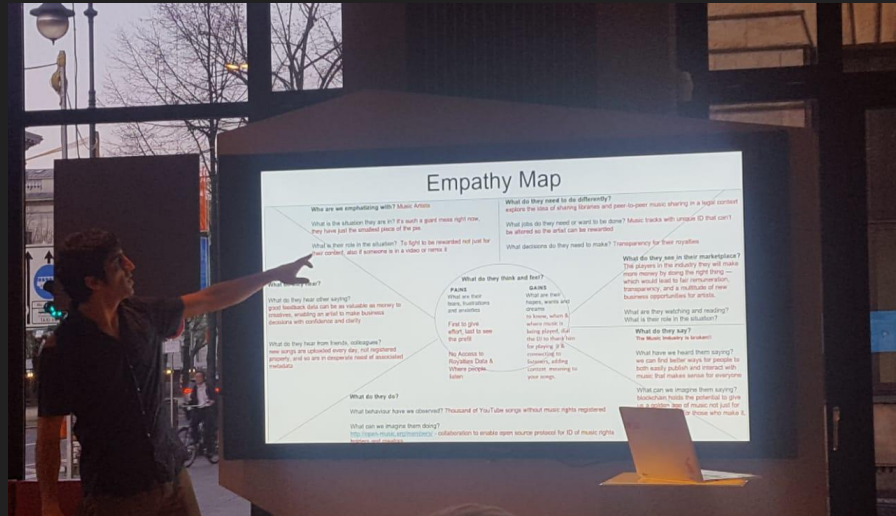
I bring people together, provide guidance and leadership, and do this with empathy, strong communication, and a spark of creativity.



*On top: coach in Berlin; left and right: playing in London*

# Who I am

I value trust, transparency, and distribution of empowerment along with peer-to-peer learning.



Blockchain Design Thinking Workshop: Purpose in Tokenization

I enact individual accountability and collective agency by designing, facilitating and conducting collaborative experiments that improve decision making processes for systemic change.



Design Thinking Training with Lufthansa Engineers Team

# What I do

I help environmentally-minded organizations learn more effectively together through a "learn by doing" culture.

I embed tools and frameworks to unlock cross-functional stakeholder collaborations and knowledge-sharing, design and facilitate practical team and individual learning sessions, and mobilize resources and decisions that save time and money while resulting in greater impact.



*Design Thinking Training with Lufthansa Engineers Team*



# What I have learned

Figuring out what "done" looks like from the start makes everything clearer and keeps everyone focused.

Clear expectations—set early and revisited often—can make all the difference, not just for the project but for the team's vibe too.

I love creating team-building experiences that help us tackle uncertainty together, with openness and honesty.

For me, the best work happens when my values click with the team's mission.



*Blockchain Design Thinking Workshop: Purpose in Tokenization*

# What I have done



## **CiC**

**Global network of coworking spaces supporting startups and innovation**

Led operational development for five team members through mentoring and training, delivered quarterly operational plans within budget while managing interior design and client-focused projects, established knowledge-sharing systems on Notion. Organized monthly community events to foster engagement and alignment within CiC's multi-stakeholder environment.



## **OpenQ**

**Web3 marketplace for software engineers**

Designed and facilitated platform strategy workshops to identify the first communities to test synergies with the value proposition. We iterated the platform product with the first final launch: an infrastructure payment layer for hackathons organisers at ETH Denver 2023.



## **Cobiom**

**B2B digital marketplace platform for sustainability initiatives**

Designed and led collaborative workshops to streamline decision-making process and stakeholder alignment in the customer journey mapping, resulting in a focused roadmap that effectively addresses market demands and maximizes business value.

# What I have done



## Aragon

**A web3 native management platform  
for communities**

A six months action research project where I led interviews, feedback loops, testing and evaluation tasks to launch an educational products. A digital handbook to onboard newcomers in Aragon community.



## DeepWork Consultancy

**A product design studio to support the  
collaborative freelancer economy**

For a consultancy incubator project, in a team of 6 facilitator, I co-delivered five sessions – Branding, Mission and Vision in 2 session, Value Proposition, Project Scoping and Retrospective – with each of the three teams. My focus with the Lead Facilitator was on the team [ImpactMarket DAO](#).

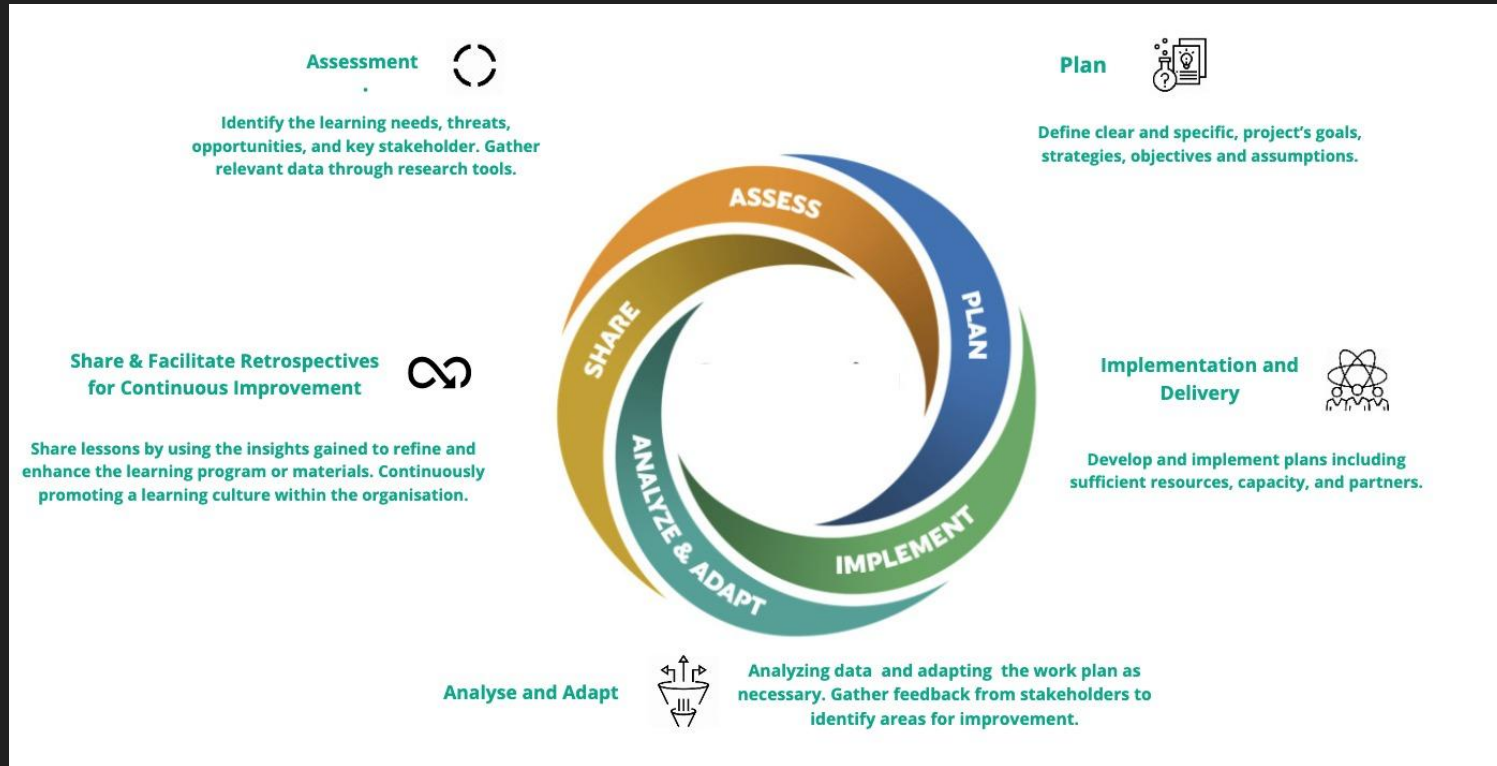


## ChangeTheRiver

**Project Innovation & Learning Manager**

Designed and conducted one week seminar for 25 students with design thinking methodology. I help them to bridge the gaps in knowledge, skills and motivation by delivering a learning journey. I set up five teams to tackle a challenge in sustainability.

# My approach to Project Management & Design





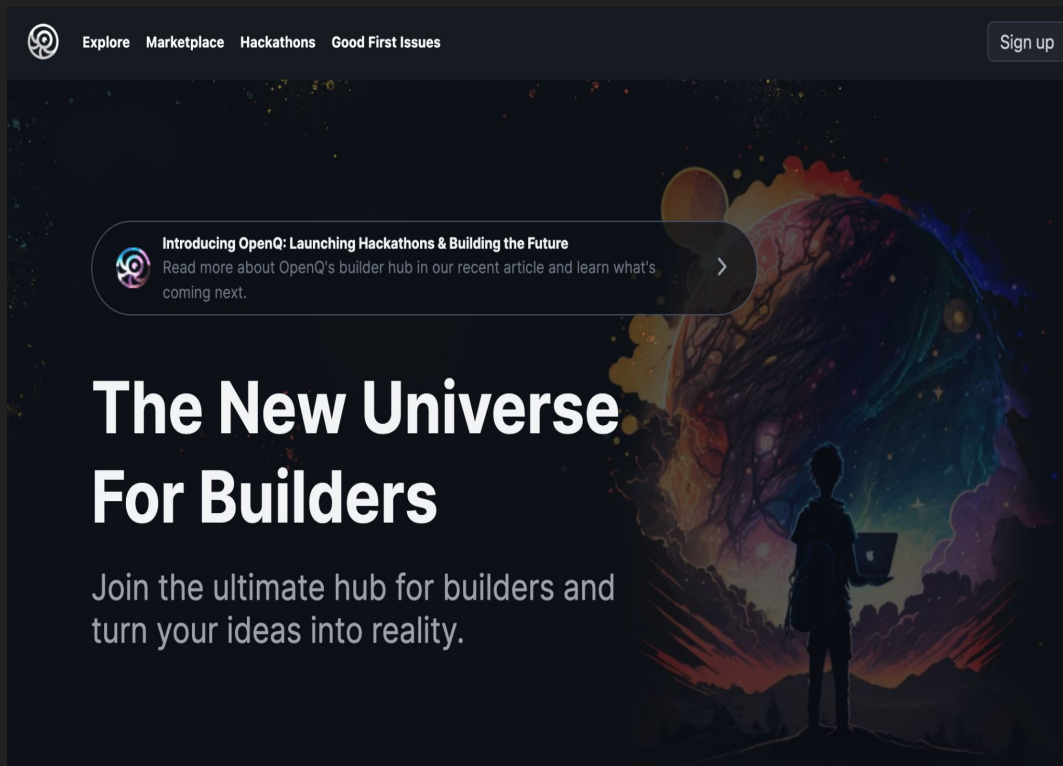
# OpenQ: Strategy Manager



OpenQ is a GitHub-integrated, crypto-native marketplace for software engineers.

I facilitated strategic team exercises like the “community interaction canvas” to define the main target and fostered a culture of transparency, inclusivity, and collaboration.

By introducing tools like “assumptions mapping” and “test cards,” I helped the team validate decisions, leading to a successful product launch focused on the hackathon industry.



# Ecosystem Intent Toolkit: Discovery Phase



I guided the team through the Ecosystem Intent Toolkit to identify and prioritise supply, demand and stakeholders actors to pursue product-market.

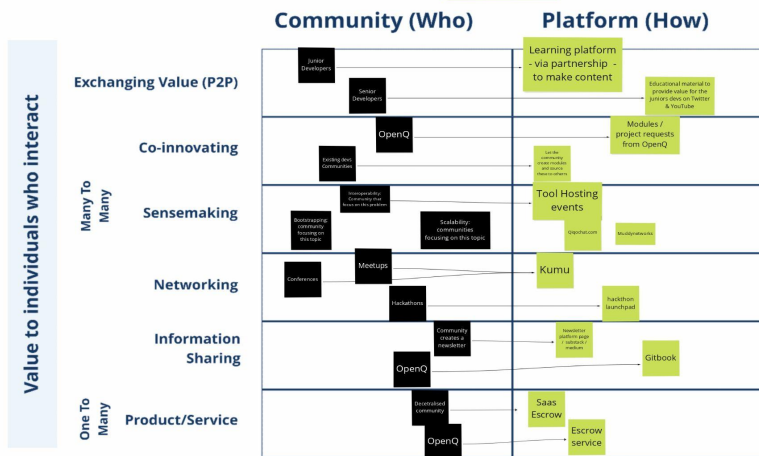
The overall innovation process created a sense of belonging and alignment in the OpenQ team.

These explorations supported the development of the value proposition and the direction of the prototype strategy.

## COMMUNITY INTERACTION CANVAS

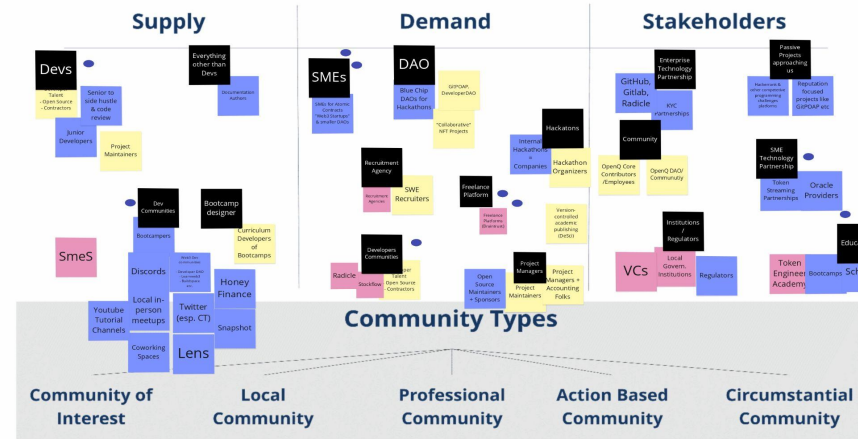
How will you interact within communities?

Devs  
Community



## COMMUNITY IDENTIFICATION CANVAS

In what groups could we seed, test and iterate our idea?  
What communities align to value layers and niche markets?



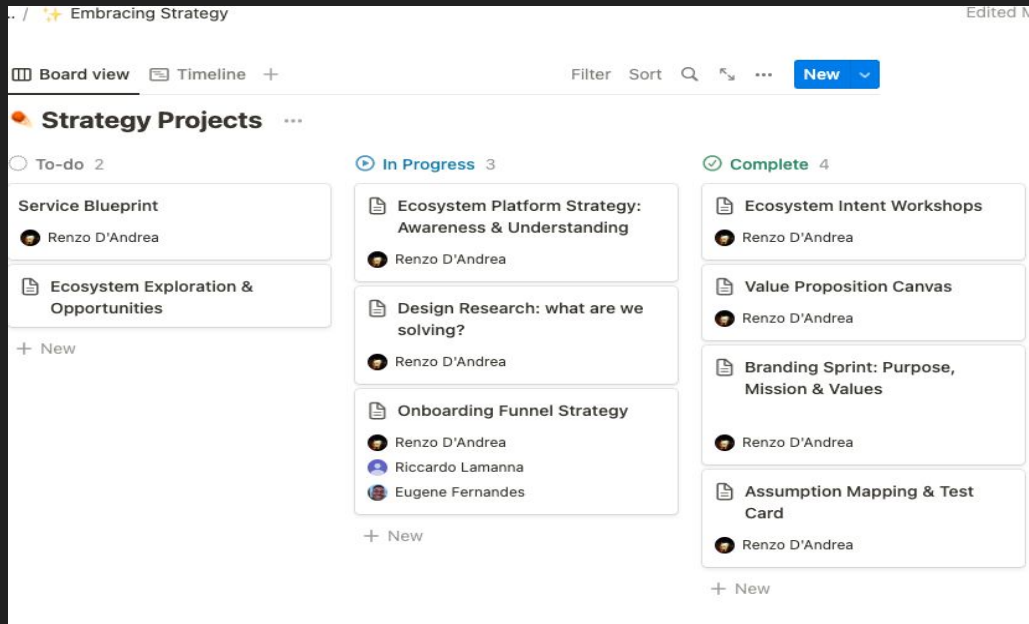
# Foster Knowledge Sharing



I set up and curated on Notion the learning documentation after every strategic team workshop.

I enabled team knowledge sharing to raise awareness and openness about the product direction.

I facilitated remote and asynchronous collaboration assigning tasks via the notion strategy page.




# Cobiom: Service Designer






Cobiom enables sustainability transformation by creating a swarm of sustainability experts and innovators via a knowledge sharing platform.

I facilitated a collaborative and cross-disciplinary environment by leading workshops about mission & vision, ecosystem exploration, value proposition, customer journey mapping.

I informed product development based on user interview insights, resulting in a tailored and user-focused platform that meets customer expectations and addresses their pain points and gains.



**COBIOM**



**You aim for impact.  
We multiply it together.**

COBIOM creates and drives initiatives that build the impact economy together with the industry thought leaders.

# Mission and Vision Workshop



The decision-making processes and stakeholder alignment that I streamlined resulted in a focused roadmap that effectively addresses market demands and maximizes business value.

I generated a learning journey to train two junior researchers with User Research methods and engaged them in the full project cycle.

The result of that collaborative work: intelligent solutions to problems emerging from the diverse backgrounds and the self-organization and communication of the swarm members.





# Platform Launch and Learning Community Exchange



I designed and conducted a public workshop in February 2020 at the co-working space Factory Berlin. In the workshop I disseminated the Cobiom learnings with the 30 + participants along with remote audience.

I explained how Cobiom supports companies to mitigate the pressure to innovate sustainably due to consumer and employee demands, environmental crises and policy changes.

I ensured that the latest research and thought-leadership is accessible to our customers by publishing an article on my Medium channel: ['The importance of UX research in Ecosystem Platform Design'](#).





# What my “T” looks like







*The strength of the pack is the wolf,  
and the strength of the wolf is the pack.*

*— Rudyard Kipling*

**THANK YOU**

**Renzo D'Andrea —  
Project & Program Manager**