Christian Willox

Date of birth: 14/05/1969 | **Place of birth:** Brussels, Belgium | **Nationality:** Belgian | **Sex:** Male | **Phone:**
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Address: Rue de l'Eglise 6, 7481, Tuntange, Luxembourg (Home)

ABOUT MYSELF

Dedicated Product professional with expertise in product roadmap and backlog management, always prioritizing features for maximum user impact and business value. I thrive in agile environments (Scrum/Kanban), collaborating closely with teams to deliver high-quality solutions. My focus is on achieving results, enhancing UX, and ensuring strategic alignment.

WORK EXPERIENCE

KPMG – KIRCHBERG, LUXEMBOURG
PRODUCT MANAGEMENT AND QA LEAD – 15/10/2022 – 31/05/2023

Drove product strategy and roadmaps, prioritizing epics and initiatives while ensuring alignment with business goals.
• Managed and mentored **Product and QA teams**, fostering autonomy and continuous improvement in an agile environment.
• Optimized product processes, defined KPIs, and **collaborated closely with developers** to unblock workflows and maintain high-quality delivery.
• Partnered with stakeholders on progress, risks, and ITSM policies, ensuring transparency and alignment.

IMPACTIFY – LIMPERTSBERG, LUXEMBOURG
PRODUCT OWNER – 01/09/2021 – 31/05/2022

Translated complex ideas into actionable user stories, working with technical leads to refine requirements and define acceptance criteria.
• Successfully migrated Jira and Confluence to ClickUp, **streamlining backlog management** and sprint planning.
• Assisted leadership in roadmap development and implemented a **business value framework for prioritization**, ensuring a customer-focused approach.
• Tracked KPIs to measure project progress, team workload, and delivery efficiency.

ETIX LABS - VANTAGE DATA CENTERS – HOWALD, LUXEMBOURG
HEAD OF SOFTWARE DEVELOPMENT – 01/11/2019 – 30/04/2020

Led a software development team in delivering user-centric applications, aligning with strategic vision.
• Collaborated daily with **developers and stakeholders** to ensure priority-driven delivery.
• Owned planning and tracking, maintaining a **well-structured backlog** and clear sprint goals.
• Served on the Security Committee, ensuring compliance with GDPR and ISO27001.

PRODUCT OWNER – 01/07/2018 – 31/10/2019

Managed a Scrum team of internal and external engineers, refining processes to maintain quality and efficiency.
• **Captured and refined requirements**, drafting detailed user stories and acceptance criteria to guide development.
• Partnered with stakeholders to define **product roadmaps** and prioritize features based on customer needs.
• Conducted client demos and delivered projects on time and within budget.

ADNEOM – HOLLERICH, LUXEMBOURG
BUSINESS ANALYST (MISSION FOR FOYER ASSURANCE) – 01/09/2017 – 31/03/2018

Strengthened a high-priority MVP (web/mobile platform for auto claims management).
• Collaborated in **Scrum workshops** to define product scope, analyze feedback, and optimize UX/UI.
• **Wrote user stories and designed workflows**, ensuring clarity for developers and designers.

SCRUM MASTER (MISSION FOR FLASH LOGISTIC) – 01/06/2017 – 31/08/2017

Consulted on Agile transformation, optimizing project management tools and training Product Managers.
• Aligned processes with **Kanban framework**, improving collaboration between product and development teams.

UNIBET GROUP – GIBRALTAR
SENIOR AGILE PRODUCT OWNER & SCRUM MASTER – 01/06/2016 – 31/05/2017

Product Owner & Scrum Master for Unibet's Stan James brand.
• Led Agile transformation, coaching a 9-person team (developers, testers, admins) on **Scrum principles**.

• **Refined backlog**, wrote user stories/acceptance criteria, and facilitated sprint ceremonies.

🏛 **GALA CORAL GROUP** – GIBRALTAR

AGILE PRODUCT OWNER & SCRUM MASTER – 01/12/2014 – 31/05/2016

Managed Coral brand's web/mobile projects, overseeing distributed Agile teams (Ukraine, Poland, Lithuania).
• Coordinated developers, QA, and stakeholders, ensuring **bi-weekly high-quality releases**.
• **Prioritized backlog**, organized sprints, and maintained clear communication across teams.

WEBMASTER & PORTAL MANAGER – 01/02/2014 – 30/11/2014

Coordinated remote dev teams (Ukraine, Lithuania) alongside internal webmasters.
• Worked closely with **developers, QA, and PMs** in Agile/Waterfall environments.

SENIOR WEBMASTER – 01/08/2012 – 31/01/2014

Supervised a webmaster team, managing tasks and frontend development for company websites.
• Ensured alignment with business goals while mentoring team members.

🏛 **GTECHG2 STMINVER LTD** – GIBRALTAR

FRONT END DEVELOPER – 01/04/2010 – 30/07/2012

Web Designer & Developer, building gaming websites from mockups to live deployment.
• Created CMS templates and dynamic interfaces using **HTML/CSS, Flash, JavaScript** and **jQuery, and Photoshop**.

🏛 **888 HOLDINGS DRAGONFISH** – GIBRALTAR

WEBMASTER – 01/04/2009 – 31/03/2010

Developed email/landing page templates and led a rebranding initiative for B2C campaigns.
• Collaborated with teams to select an email service provider and improve UX.

🏛 **VARIOUS BUSINESSES**

EARLY STAGE OF MY CAREER – 01/09/1990 – 31/12/2008

- • Customer Service in English and French – 4 years – Gibraltar
- • Business Owner – 7 years – Belgium, France, Spain
- • Electronic Technician – 5 years – Belgium
- • Mandatory military service within the Telecommunications department – 1 year – Belgium

EDUCATION AND TRAINING

13/06/2025 – 13/06/2025 Esch-sur-Alzette, Luxembourg
AI FOR MANAGEMENT & LEADERSHIP Digital Learning Hub

01/09/2024 – 20/12/2024 Esch-sur-Alzette, Luxembourg
AI FOR ADMINISTRATIVE TEAMS CNFPC

01/02/2022 – 01/02/2022
AZURE DEVOPS Udemy

01/02/2020 – 01/02/2020
AGILE SCRUM LEADERSHIP (EXECUTIVE) ACCREDITED CERTIFICATION International Scrum Institute

01/02/2018 – 01/02/2018
FUNDAMENTALS OF THE GDPR Udemy

01/08/2017 – 01/08/2017
SCRUM MASTER ACCREDITED CERTIFICATION International Scrum Institute

01/11/2016 – 01/11/2016
SCRUM PRODUCT OWNER ACCREDITED CERTIFICATION International Scrum Institute

01/08/2016 – 01/08/2016 Gibraltar
COMPLIANCE COURSES (RESPONSIBLE GAMBLING, ANTI-MONEY LAUNDERING, GAMING LAW & LICENCING, INFORMATION SECURITY) Unibet Group

01/02/2016 – 01/02/2016
PYTHON CERTIFICATION SoloLearn

01/02/2015 – 01/02/2015
JIRA ADMINISTRATION MASTERY TechSolcom

01/11/2009 – 10/11/2009 Tel Aviv, Israel
CMS WEBMASTER TRAINING Dragonfish

01/08/2009 – 10/08/2009 Tel Aviv, Israel
EXTENSIVE CSS/JAVASCRIPT Dragonfish

01/02/2009 – 01/02/2009
CERTIFIED ASP DEVELOPER W3Schools.com

01/02/2008 – 01/02/2008
CERTIFIED HTML DEVELOPER W3Schools.com

10/04/2005 – 13/04/2005 Gibraltar
CUSTOMER SERVICE SKILLS BEA Employment

01/09/1988 – 30/06/1990 Brussels, Belgium
CESI / CE2D Institut des Arts & Metiers

LANGUAGE SKILLS

Mother tongue(s):   **FRENCH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C1	C2	C2	C1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

SKILLS

Agile (Scrum & Kanban) │ Atlassian Confluence and Jira │ User Story Writing │ backlog prioritization │ workflow management │ capacity planning │ customer feedback analysis │ process improvement │ roadmap management │ business value analysis │ KPIs │ quality assurance │ UML diagrams │ UX design workshops │ MVP │ Analytical and problem-solving skills │ Communication and Negotiation │ Good Work Ethics │ Conflict Resolution │ Attention to Details │ Coordinator Facilitator │ Internal & External Stakeholder Management │ mentorship │ decision-making │ Influencing and negotiation skills │ customer support │ leadership and team management │ Customer focused (Customer care - Customer intimacy - Customer satisfaction) │ Business Process Improvement