

Agile Role Reference

Framework Crosswalk & Emerging Roles

A companion resource from Agile Meets AI, Chapter 5

Part 1: Role Crosswalk Across Frameworks

The same title often means different things across frameworks. This crosswalk helps you understand how roles map and where responsibilities differ.

Role Type	Scrum	SAFe	Kanban	Spotify Model
Product Ownership	Product Owner	Product Owner, Product Manager, Epic Owner	Product Owner (if adopted)	Product Owner per Squad
Team Facilitation	Scrum Master	Scrum Master, RTE, STE	Service Delivery Manager, Flow Manager	Agile Coach per Tribe
Delivery Team	Developers	Agile Team members	Team members	Squad members
Technical Leadership	(within Developers)	System Architect, Solution Architect	(not prescribed)	Chapter Lead
Scaling Coordination	(not defined)	Release Train Engineer, Solution Train Engineer	(not prescribed)	Tribe Lead

Key insight: Responsibilities matter more than titles. Adapt roles to fit your structure and goals, not the other way around.

Part 2: Roles Beyond Traditional Frameworks

Organizations are adopting these roles to support agility in complex environments. Not every organization needs every role—select based on your specific needs.

DevOps & Reliability Roles

- **Release Manager:** Oversees the release process and coordinates deployments
- **Automation Architect:** Implements automation to reduce manual steps
- **Site Reliability Engineer (SRE):** Ensures production systems are reliable and performant
- **DevOps Engineer:** Manages CI/CD pipelines and infrastructure
- **Agile Security Engineer:** Builds automated security into development workflows

Product Leadership & Innovation Roles

- **Chief Product Officer (CPO):** Owns product strategy across the organization
- **VP of Product Management:** Oversees large portfolios
- **Group Product Manager:** Leads a group of Product Managers
- **Product Innovation Manager:** Drives creation of new products
- **Agile Business Analyst:** Assists POs with backlog and business process clarity

Customer Experience (CX) Roles

- **Chief Experience Officer / Chief Customer Officer:** Defines CX strategy
- **CX Manager:** Coordinates daily CX initiatives
- **CX Analyst:** Extracts insights from customer data
- **Voice of the Customer (VoC) Program Manager:** Manages structured feedback programs
- **Experience Designer:** Enhances user journeys and interactions

AI & Emerging Technology Roles

- **AI Strategist:** Aligns AI initiatives with business goals and ethics
- **AI Product Manager:** Leads AI-focused product development
- **Prompt Engineer:** Bridges business needs and AI capabilities
- **AI Quality Specialist:** Establishes quality gates for AI outputs
- **Human-AI Collaboration Designer:** Optimizes human-AI workflows
- **Ethics & Compliance Specialist (Tech):** Ensures responsible use of AI

🗨️ **Ask your team:** "If we could redesign our roles from scratch based on what we actually need, what would be different?"

From *Agile Meets AI: A Pragmatic Guide for Modern Teams* by Sheila Eckert
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