Veranika Davydava

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Professional Summary

Dynamic Product Manager and Experienced System Analyst with over 10 years of expertise in IT project management, system analysis, and product ownership. Proven ability to lead cross-functional teams to deliver innovative software solutions that enhance business processes, improve user engagement, and align technology with strategic goals.

Core Skills and Experise

- Product Management, Business Process Modelling, Agile Mindset
- Data Analytics, SQL, API Design, Process Optimization
- **Platforms**: Salesforce Marketing Cloud, AWS
- **Collaboration Tools**: Jira, Confluence, Aha, MS Project; draw.io, Lucid, Miro
- **Languages:** English (C1), Belarusian (Native), Russian (Native), Polish (B1)

Domains

- IT Service Management
- CLM and CRM in Construction, Consumer Electronic, and Gas & Oil industry
- e-Commers for Education and Event Management
- FinTech
- Insurance and HealthCare
- Wealth Intelligence and Data Analytics

Professional Experience

EPAM Systems, Gdańsk, Poland; Jul 2022 – Jul 2024
Senior Business System Analyst / Product Owner / Project Coordinator

- Spearheaded the development of system analysis disciplines, introducing innovative methodologies to enhance operational efficiencies.
- Championed Salesforce Marketing Cloud implementations, driving a 30% increase in operational efficiency.
- Led Agile initiatives, facilitating Scrum ceremonies to ensure alignment between cross-functional teams and project goals.
- Advocated for AI integration in analysis processes, preparing teams for future technological innovations.

Key Achievements:
- Modernized system analysis practices, improving analytical precision and team efficiency.
- Enhanced business engagement through thought-leadership contributions to the professional community.

Globant, Minsk, Belarus; Sep 2021 – Jun 2022
Product Analyst / Product Owner

- Directed discovery and MVP phases for product development, managing system documentation and product backlogs.
- Collaborated with UI/UX teams to create intuitive interfaces, enhancing user experience and engagement.
- Mentored junior analysts, building a knowledge-sharing culture within the organization.

Key Achievements:
- Modernized system analysis practices, improving analytical precision and team efficiency.
- Enhanced business engagement through thought-leadership contributions to the professional community.

QITTIQ SOLUTIONS, LLC, Minsk, Belarus; Sep 2020 – Sep 2021

System Analyst / Technical Product Manager
- Managed product backlogs and facilitated Agile ceremonies to drive project success.
- Optimized workflows using BPMN and SQL, ensuring seamless integration across teams.
- Liaised between business stakeholders and technical teams to translate business needs into actionable solutions.

Key Achievements
- Delivered process optimizations that reduced operational inefficiencies by 25%.
- Improved cross-functional collaboration through clear documentation and Agile best practices.

Amaryllis, Minsk, Belarus; Jul 2019 – Aug 2020
Lead System Analyst
- Supervised system analysis teams, refining processes and mentoring team members.
- Developed technical documentation and provided actionable recommendations to enhance system performance.
- Facilitated communication between business and technical teams, ensuring alignment on new feature requirements.

Key Achievements
- Streamlined team operations, boosting productivity by 20%.
- Delivered strategic enhancements that improved scalability and usability across platforms.

Education
- **European Institute of Leadership and Management**
  MBA, Project Management; *August 2023 – October 2024*
- **London School of Business Administration**
  Advanced Professional Certification, Leadership and Management; *June 2024 – September 2024*
- **Belarusian State University, Minsk**
  Master's Degree in Computer Math and System Analysis; *September 2014 – June 2015*
  Bachelor's Degree in Computer Math and System Analysis; *September 2009 – June 2014*

Certifications
- Product Management Basics Certification – Pendo.io
- Professional Scrum Product Owner I (PSPO I) – Scrum.org
- Professional Scrum Master I (PSM I) – Scrum.org
- Agile Software Development – Coursera

Past Projects

Gas & Oil CLM | Feb 2024 - May 2024
Role: *BI Consultant / Proxy Product Owner*
As a BI Consultant and Proxy Product Owner, I led data-driven initiatives in the gas and oil sector, focusing on Contract Lifecycle Management (CLM) and Customer Relationship Management (CRM) systems. Using data analytics, reporting, and Agile methodologies, I delivered solutions that enhanced decision-making and operational efficiency.
Key Responsibilities and Accomplishments:
- **Data Analysis and System Implementation:**
  - Designed and implemented data analytics workflows and CRM solutions using Oracle and DBeaver, optimizing data accessibility and reporting accuracy.
  - Enhanced CLM systems to streamline contract management and improve data utilization.
- **Proxy Product Ownership:**
  - Defined project goals and requirements with stakeholders and SMEs, ensuring alignment with business objectives.

- o Prioritized the product backlog, ensuring timely delivery of key features that met stakeholder expectations.
- **Agile Leadership:**
  - o Facilitated Agile ceremonies, improving team collaboration and productivity.
  - o Championed Agile practices, increasing project delivery efficiency by 40%.
- **Stakeholder Collaboration:**
  - o Bridged communication between technical teams and business stakeholders, ensuring clear understanding and alignment of priorities.
  - o Collaborated with developers, QA analysts, and solution architects to ensure high-quality deliverables.
- **User Acceptance Testing (UAT):** Coordinated UAT to validate functionality and refine user experiences based on stakeholder feedback.

Key Achievements:
- Delivered advanced CLM and CRM systems, improving data management and decision-making processes.
- Ensured timely delivery of project components, maintaining high client satisfaction and strengthening relationships.
- Bridged the gap between technical teams and business stakeholders, driving data-centric solutions aligned with organizational goals.

Environment & Tools:
- **Tools:** Jira, Confluence, DBeaver, Oracle
- **Technologies:** Data Analytics, CLM, CRM Systems
- **Methodologies:** Agile, Scrum

Data Management project | Aug 2023 - Jan 2024
Role: *Project Coordinator / Lead System Analyst / Scrum Master*
In this role, I led a multidisciplinary wealth intelligence and data analytics team, leveraging advanced tools and Agile methodologies to drive business transformation, enhance decision-making capabilities, and optimize operational efficiencies.

Key Responsibilities and Accomplishments:
- **Strategic Analysis and Implementation:**
  - o Streamlined and enhanced BI systems using SQL and Databricks to align with business objectives and improve data accessibility.
  - o Designed and implemented advanced workflows to optimize reporting and analytics across CRM and CLM systems.
- **Agile and Scrum Leadership:** Facilitated Agile ceremonies, including sprint planning, daily stand-ups, and retrospectives, ensuring cohesive team dynamics and efficient execution.
- **Tool Integration and Project Management:**
  - o Managed tools such as Jira, Confluence, and Aha to improve tracking, documentation, and feature planning.
  - o Supported Dev and QA streams to ensure accurate implementation and rigorous validation.
- **Stakeholder Collaboration:** Coordinated with SMEs to align requirements with business goals and conducted workshops to validate solutions.
- **Quality Assurance and UAT Support:** Oversaw UAT processes and provided strategic feedback to refine system functionality and enhance performance.

Key Achievements:
- Successfully delivered impactful BI solutions, improving data accessibility and driving strategic decisions.
- Delivered high-impact projects on time, enhancing client satisfaction and achieving key business outcomes.
- Fostered continuous improvement and innovation, refining methodologies in system analysis and Agile practices.
- Built a strong foundation for future leadership roles in system analysis and project coordination.

Environment & Tools:
- **Tools:** Databricks, SQL, Jira, Confluence, Draw.io, Aha

- **Technologies:** Business Intelligence, Data Analytics, CRM, CLM Systems
- **Methodologies:** Agile, Scrum

Insurance domain project | May 2023 - Jul 2023

Role: *Senior Business Analyst*

As a Senior Business Analyst, I played a pivotal role in transitioning a traditional insurance structure into a modern, automated system during the discovery phase. The project defined the MVP scope and established a foundation for long-term process improvements.

Key Responsibilities and Accomplishments:

- **Requirements Analysis:** Collaborated with stakeholders and SMEs to identify pain points, document AS-IS processes, and create a comprehensive MVP backlog, prioritizing features based on business value and feasibility.
- **Capability Mapping:** Worked with the Solution Architect to map current capabilities against target outcomes, identifying improvement opportunities and using Miro for visual alignment.
- **Process Optimization:** Recommended automation strategies to enhance efficiency, accuracy, and compliance while designing workflows aligned with organizational goals.
- **Cross-functional Collaboration:** Partnered with Delivery Managers, SMEs, and technical teams to ensure a holistic approach to modernization, translating business needs into actionable requirements.

Key Achievements:

- Leveraged expertise in business analysis and process optimization to drive a key transformation in the insurance domain.
- Laid the groundwork for an efficient, automated future-state system aligned with organizational goals.

Tools & Methodologies:

- **Tools**: Miro, Jira, Confluence, MS Office Suite
- **Methodologies**: Agile, MVP-first Approach

Life Science and Healthcare domain project | Nov 2022 - Jan 2023

Role: *Senior Business Analyst / Salesforce Consultant*

As a Senior Business Analyst/Salesforce Consultant, I contributed to the successful delivery of a Salesforce-driven project in the **Life Sciences & Healthcare** domain, ensuring alignment with business objectives and industry standards.

Key Responsibilities and Accomplishments:

- **Requirements Management:** Conducted requirements elicitation sessions and validated them with the MDM and development teams, ensuring alignment with project goals.
- **Agile and SCRUM Practices:** Facilitated Scrum ceremonies, including stand-ups, sprint planning, retrospectives, and demos, to ensure smooth sprint execution.
- **Development and QA Support:** Supported development and QA teams by clarifying requirements, resolving blockers, and validating deliverables to meet business needs.
- **Stakeholder Collaboration:** Bridged communication between business stakeholders and technical teams, ensuring alignment through updates, workshops, and validation sessions.

Key Achievements:

- Leveraged expertise in Salesforce consulting and business analysis to deliver impactful solutions in the Life Sciences & Healthcare domain.
- Ensured high-quality, efficient, and goal-aligned outcomes through effective collaboration and Agile practices.

Environment & Tools:

- **Platform:** Salesforce Marketing Cloud
- **Tools:** Jira, Confluence, Lucid

Retail and Distribution project | Jun 2022 - Oct 2022

Role: *Salesforce Consultant / Senior Business Analyst*

As a Salesforce Consultant/Senior Business Analyst, I played a critical role in supporting the replatforming initiative for a leading retail and distribution company, integrating Salesforce solutions such as Commerce Cloud, Contentful, Marketing Cloud, Service Cloud, and Interaction Studio to streamline operations and enhance customer experience.

Key Responsibilities and Accomplishments:

- **Agile Methodologies:** Facilitated Scrum ceremonies, including stand-ups, backlog refinement, sprint planning, and retrospectives, ensuring efficient team collaboration.
- **Requirements Management:** Conducted requirements elicitation, analysis, and documentation. Maintained up-to-date documentation and supported prioritization of requirements for Salesforce Interaction Studio.
- **Change Management:** Managed change requests to balance business needs with project constraints, ensuring seamless integration into development processes.
- **Customer and Stakeholder Management:** Acted as the liaison between stakeholders and development teams, providing consultation on Salesforce capabilities to maximize ROI.
- **Cross-functional Collaboration:** Partnered with Salesforce developers, QA teams, and marketing specialists to ensure timely and high-quality delivery of platform features.

Key Achievements:

- Successfully managed a complex Salesforce migration and integration project, delivering a scalable platform tailored to retail and distribution needs.
- Leveraged expertise in business analysis and Agile practices to ensure seamless collaboration and efficient delivery.

Environment & Tools:

- **Salesforce Solutions:** Commerce Cloud, Contentful, Marketing Cloud, Service Cloud, Interaction Studio
- **Tools:** Jira, Confluence, Lucid, Miro

ShowBill platform | Apr 2022 - Jun 2022

Role: *Product Owner*

The **ShowBill platform** is a newly developed solution for managing IT events, designed to streamline organization and enhance user engagement. This internal project focused on MVP development, progressing through the **Discovery** and **Ideation** phases into initial development.

Key Responsibilities and Accomplishments:

- **Product Vision and Strategy:** Defined the product vision and roadmap, ensuring alignment with organizational goals and user needs.
- **Discovery and Ideation:** Conducted market research and workshops to shape the platform's value proposition and define MVP features.
- **Requirements Management:** Gathered and documented business and technical requirements, translating concepts into actionable user stories and tasks. Prioritized the backlog to guide focused development.
- **Collaboration with Development Teams:** Worked closely with developers to implement features, providing guidance on user stories, acceptance criteria, and iterative feedback.
- **Stakeholder Engagement:** Acted as the primary liaison, ensuring communication and alignment. Presented progress and incorporated feedback into ongoing development.

Key Achievements:

- Successfully drove the platform from initial discovery to MVP development, delivering a solution tailored to IT event management needs.
- Fostered effective collaboration across teams, ensuring a user-centric and high-value platform.

Tools:

- Trello for backlog management
- Microsoft Word for documentation

E-commerce Solution (R-app) | Jan 2022 - Apr 2022

Role: *Senior Business Analyst / Salesforce Functional Consultant*

The **R-app ecosystem** is an e-commerce solution comprising web (B2B), end-user (B2C), and security (door app) components. Built on Salesforce, it integrates cutting-edge technologies to enable secure, scalable, and user-friendly voucher processing.

Key Responsibilities and Accomplishments:

- **Requirements Analysis:** Gathered and analyzed business requirements, aligning them with technical capabilities and objectives. Created functional specifications and user stories for Salesforce-based features.
- **Solution Design:** Advised on Salesforce best practices and implemented workflows for B2B, B2C, and security components, ensuring seamless integration.
- **System Integration:** Supported integrations with Salesforce and other technologies, designing APIs for compatibility across platforms.
- **Stakeholder Engagement:** Conducted workshops with business users and developers to validate requirements, resolve roadblocks, and align goals.
- **Product Optimization:** Proposed actionable solutions to enhance processes and system performance. Updated documentation to support user adoption.
- **Quality Assurance:** Defined and executed UAT test scenarios, ensuring features met acceptance criteria and business needs.

Key Achievements:
- Delivered an integrated e-commerce solution that optimized campaign management and voucher processing.
- Ensured high standards of security, scalability, and usability through effective analysis and functional consulting.

Environment & Tools:
- **Platform:** Salesforce
- **Tools:** Confluence, Jira, Draw.io
- **Technologies:** APIs, Custom Integrations

CMS in building industry | Sep 2020 - Sep 2021
Role: *System Analyst / Technical Product Manager*
The CMS platform manages building processes throughout the lifecycle, supporting legal documentation and ensuring compliance and efficiency in construction projects.

Key Responsibilities and Accomplishments:
- **System Analysis and Design:**
  - Analyzed system requirements to transition from a monolithic to a microservices-based architecture.
  - Optimized database architecture to enhance scalability, performance, and data integrity.
- **Integration Management:**
  - Streamlined integrations across web, mobile (Android, iOS, Microsoft), and reporting services, ensuring consistent user experiences.
  - Collaborated with developers to implement APIs for seamless data exchange.
- **Product Ownership:**
  - Reviewed and prioritized the product backlog based on stakeholder needs and business value.
  - Defined the product roadmap to align with project goals and expectations.
- **Technical Oversight:**
  - Translated business requirements into actionable technical specifications.
  - Ensured adherence to best practices in architecture, integration, and workflow design.
- **Stakeholder Collaboration:**
  - Facilitated workshops and engaged with stakeholders to validate features and ensure alignment with organizational goals.
  - Provided regular updates to maintain transparency and team alignment.

Key Achievements:
- Delivered a scalable, efficient CMS platform that supports legal document management and ensures seamless cross-platform functionality.
- Leveraged expertise in system analysis, product management, and technical leadership to meet the demands of the building industry.

Environment & Tools:
- **Tools:** Jira, Confluence, AWS
- **Technologies:** SQLight, Oracle, Microservices, APIs
- **Methodologies:** Agile, Scrum

HR JIRA platform | Apr 2020 - Aug 2020

Role: *Senior Business Analyst / Product Owner*

The HR Jira platform streamlines and automates HR workflows, focusing on hiring processes to enhance efficiency, reduce manual effort, and improve user experience.

Key Responsibilities and Accomplishments:

- **Requirements Management:** Gathered and documented functional and non-functional requirements to align HR needs with technical feasibility.
- **Product Ownership:** Maintained and prioritized the backlog, collaborated with the development team, and ensured timely milestone delivery.
- **User Acceptance Testing**: Designed and executed UAT scenarios to validate functionality, incorporating stakeholder feedback to improve usability.
- **Process Automation:** Automated hiring workflows, reducing manual effort and ensuring reliable execution of HR activities.
- **Stakeholder Collaboration:** Partnered with HR teams through workshops and regular updates to maximize product value and refine the roadmap.

Key Achievements:

- Successfully led HR process automation initiatives, aligning solutions with organizational goals and delivering a high-value, user-centric product.

Environment & Tools:

- **Platform:** Atlassian JIRA
- **Tools:** Confluence, MS Office Suite

Language Schools platform | Apr 2020 - Aug 2020

Role: *Senior Business Analyst*

As a Senior Business Analyst for the **Language Schools Platform** project, I led the design and implementation of a unified platform architecture for the K-family products, streamlining operations and enhancing user experiences for students and administrators.

Key Responsibilities and Accomplishments:

- **Requirements Management:**
    - Gathered and documented complex business requirements, ensuring alignment across three organizations.
    - Authored user stories, process models, and system specifications to guide development.
- **Platform Design and Optimization:**
    - Collaborated with solution architects to define a modular architecture, supporting future scalability.
    - Unified disparate systems, automating workflows, and improving usability for course registration and feedback.
- **Stakeholder Collaboration:** Facilitated workshops, prioritized features, and ensured clear communication between business and technical teams.
- **Agile Development:** Managed the backlog in Jira, defined acceptance criteria, and worked with QA to validate deliverables.
- **Platform Rollout:** Supported the launch, delivering training materials and resolving post-launch issues.

Environment & Tools:

- **Technologies:** Modular Architecture, APIs
- **Tools:** Jira, Confluence, Visio, MS Office Suite
- **Methodologies:** Agile, Scrum

Modular Payment SaaS platform | Jul 2019 - Jun 2020

Role: *Lead System Analyst*

As the Lead System Analyst at Amaryllis Solutions, I played a key role in developing and enhancing the **Modular Payment Platform (SaaS)**, a cutting-edge payment solution.

Key Responsibilities and Accomplishments:

- **System Analysis and Design:** Analyzed business requirements and created functional specifications for scalable payment solutions and integrations with leading providers.
- **Integration Solutions:** Designed and implemented integration solutions for large payment providers, optimizing workflows for enhanced efficiency and user experience.
- **Cross-functional Collaboration:** Coordinated with product owners, developers, and QA teams to ensure timely delivery of high-quality solutions. Facilitated workshops to gather and prioritize requirements.
- **Team Leadership:** Mentored system analysts and developers, establishing best practices for system design and documentation to boost team productivity.
- **Platform Support:** Managed technical support processes, performed root-cause analyses, and resolved issues, ensuring platform reliability and scalability.

Environment & Tools:
- **Technologies:** SaaS, Modular Architecture, APIs, Payment Gateways
- **Tools:** Jira, Confluence, Bitbucket, MS Office Suite, Visio
- **Methodologies:** Agile, Scrum

Internal Applications Support Service Tracking and Reporting | Mar 2019 - Jul 2019

Role: *BI Analyst*

As a BI Analyst, I optimized and enhanced reporting and support service tracking processes, delivering tailored data-driven solutions and improving operational efficiency.

Key Responsibilities and Accomplishments:
- **Stakeholder Engagement:** Gathered requirements, analyzed customer needs, and provided data-driven solutions for reporting enhancements.
- **Data Analysis and Reporting:**
  - Unified custom reporting using UPSA Quick Reports, Pentaho jobs, and Oracle SQL scripts, standardizing outputs.
  - Designed workflows to improve reporting accuracy and consistency.
- **Documentation:** Created technical guides, process descriptions, and change announcements for clear end-user communication.
- **Process Improvement:**
  - Defined and managed Work Orders for task implementation.
  - Communicated improvements and updates, minimizing disruptions.
- **Collaboration:** Partnered with systems engineers, solution architects, and project managers to deliver business-aligned solutions.
- **Development Support:** Contributed to process enhancements, ensuring best practices and ITIL standards compliance.

Environment & Tools:
- **Databases:** Oracle, PostgreSQL
- **Tools:** Oracle SQL Developer, Pentaho, Power BI, HP Service Manager, MS Excel, MS SharePoint, Visio
- **Technologies:** Oracle SQL, PL/SQL, XML, HTML

Support portal | Sep 2014 - Mar 2019

Role: *Business Analyst*

As a Business Analyst for the Support Portal project, I contributed to delivering a robust IT Service Management (ITSM) solution aligned with ITIL standards. The platform streamlined internal and external user request processing, enabling efficient IT infrastructure management.

Key Responsibilities and Achievements:
- **Requirements Engineering:** Designed, analyzed, and documented functional and non-functional requirements for the Self-Service Portal and Service Operator Interface, ensuring compliance with ITIL standards.
- **Stakeholder Collaboration:** Partnered with stakeholders to identify business objectives, define deliverables, and validate requirements through workshops.
- **Process Optimization:**

- o Developed BPMN diagrams for Incident and Problem Management, improving operational efficiency.
- o Automated 1,800+ catalog items, enhancing usability and request management.
- o Improved the "Exposing Instances to Internet" process by resolving conflicts and redesigning workflows.
- **Agile Practices:** Managed the Jira backlog, created user stories, and supported iterative improvements in Agile sprints.
- **Documentation Expertise:** Authored project artifacts, including SRS, Scope and Vision documents, and user-facing knowledge base articles.
- **User Experience:** Conducted workshops with UX experts, leading to actionable recommendations and improved portal performance.
- **Quality Assurance:** Verified requirements through UAT, ensuring deliverables met acceptance criteria.
- **Incident and Change Management:** Analyzed root causes, implemented improvements, and coordinated updates.

Environment & Tools: HP Service Manager, Jira, Confluence, Visio, Oracle, XML, SQL, ITIL, BPMN, Agile.