

Lashawn Fofung

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PROFESSIONAL SUMMARY

Highly accomplished agile leader (CSM, PMP, CSPO) with a proven track record of driving continuous improvement and delivering data-driven solutions in technology, healthcare, and insurance. Seeking to leverage an MBA from Western Governors University to amplify strategic leadership capabilities and drive significant operational efficiencies and innovative solutions within the technology, healthcare, and insurance industries.

SKILLS

- **Leadership & Strategy:** Strategic Planning, Communication, Problem Solving, Cross-functional Collaboration
- **Agile & Project Management:** Agile & Waterfall Methodologies, SDLC, Risk & Change Management, Stakeholder Management, Jira, Rally, MS Project, Smart Sheet
- **Data Analysis & Business Intelligence:** SQL, Power BI, Data-Driven Decision Making, KPI Monitoring, CRM, New Product Development, Strategic Marketing Plans
- **Technical Proficiency:** Java, SQL, Cloud technologies (GCP, Azure, Kubernetes, Docker), DevOps (CI/CD, Git), Microsoft Office Suite, Knowledge Management, Electronic Health Records (EHR)

PROFESSIONAL EXPERIENCE

United Health Group - Optum | Eden Prairie, MN (Remote)

Scrum Master / Associate Software Engineer

May 2022 – Present

- Led Agile development teams, achieving a 15% increase in velocity and 10% reduction in release time, and improving customer experience (25% enrollment completion increase) through data-driven A/B testing of enhanced portal features.
- Optimized product development processes to accelerate feature delivery (15% increase) and improve quality (20% reduction in user errors), resulting in a 10% increase in enrollments and enhanced user satisfaction.
- Spearheaded the transition from Tableau to Power BI by developing and deploying 8 of 26 automated reports, improving KPI accuracy by 40%, reducing system alerts by 25%, and streamlining project workflows, which enhanced operational efficiency and provided leadership with more accurate data for strategic decision-making.

Emory University Healthcare | Atlanta, GA

Transplant Coordinator – LPN

March 2013 – July 2021

- Oversaw comprehensive patient data management within the kidney transplant process using EHR, ensuring data integrity and facilitating seamless information sharing among the medical team.
- Enhanced clinical efficiency and patient safety by coordinating patient information flow, contributing to EHR module optimization, and developing clinical decision support tools for medication management and post-transplant monitoring, improving patient outcomes and reducing potential risks.
- Improved data quality and transplant outcomes by developing standardized documentation templates, utilizing EHR data to monitor KPIs, and presenting findings to the transplant team.

CERTIFICATIONS

Certified Scrum Master (CSM) | Project Management Professional (PMP) | Certified Scrum Product Owner (CSPO)

EDUCATION

Western Governors University | Salt Lake City, UT

Anticipated: May 2025

Master of Business Administration, Information Technology Management

Relevant Coursework

- Finance | Accounting | IT Project Management | Marketing | IT Strategic Solutions | Ethical Leadership | Data-Driven Decision Making | Economics | Managing Organizations and Leading People | Managing Human Capital
- Capstone Project: Integrated program competencies to demonstrate an understanding of responsible practices for growing and running a business.

Georgia State University | Atlanta, GA

Graduated: May 2022

Bachelor of Interdisciplinary Studies, Clinical Informatics

PROJECTS

MBA Capstone Project:

April 2025 – May 2025

Marketplace Simulation - Entrepreneurial Drive & Strategic Business Management

- Startup Leadership & Venture Capital Acquisition: Led all business functions (marketing, sales, HR, manufacturing, finance) for a simulated startup, developing and executing a comprehensive business strategy and exercising cross-functional leadership and strategic decision-making. Successfully secured venture capital funding by articulating a compelling value proposition and strong growth potential.
- Strategic Execution & Operational Optimization: Drove strategic execution across all business units, optimizing product quality, pricing, and marketing strategies to achieve significant growth over six simulated quarters. Implemented operational improvements in manufacturing to meet fluctuating demand efficiently.
- Board-Level Communication & Value Creation: Prepared and presented comprehensive reports to the board of directors, detailing key strategic decisions, financial performance, and market dynamics, demonstrating a strong understanding of value creation and stakeholder communication.

Data-Driven Decision Making Projects:

March 2025 – April 2025

Nurse Attrition Linear Regression Analysis:

- Data Science & Analytical Problem Solving
- Nurse Attrition Predictive Analysis: Applied linear regression modeling using MS Excel Data Analysis ToolPak to analyze the relationship between an Employee Well-being Program and nurse attrition rates. The analysis provided key insights into the program's effectiveness, informing resource allocation and program optimization within the healthcare system.

Drug Market Analysis:

- Pharmaceutical Market Strategy via Decision Tree Analysis
- Led a decision tree analysis to determine the optimal drug line development strategy for a simulated pharmaceutical company facing market uncertainty. Evaluated multiple scenarios and probabilities, recommending a strategic course of action to improve market position.

IT Strategic Solutions Project

April 2024 – May 2024

Fofung Voyages Strategic Technology Plan:

- Strategic Technology Leadership & Data-Driven Innovation
- Led the development of a strategic technology roadmap for a simulated travel company, guiding future technology investments and demonstrating strategic thinking and the ability to translate technical opportunities into business value.
- Conducted a comprehensive SWOT analysis and identified critical technological opportunities, including a data analytics platform to significantly enhance customer engagement and applying business analysis frameworks to identify critical opportunities.
- Data Analytics Platform Proposal: Defined the architecture and implementation strategy for a data analytics platform leveraging cloud-based data warehousing, BI tools to integrate CRM and booking data. This initiative aimed to optimize marketing spend through improved customer segmentation and personalized offers.
- Technology Governance & Risk Mitigation: Developed and presented technology policies and risk mitigation strategies, ensuring data privacy and security, and effectively communicating the business case for technology investments to stakeholders.