

Senior Digital Product Manager/Owner, Data & Analytics Senior Digital Product Manager/Owner, Data & Analytics Senior Digital Product Manager/Owner, Data & Analytics - Johnson & Johnson Somerset, NJ Digital Product Manager/Owner with Scrum Master, Quality Assurance, Business Analyst experience and Professional Scrum Master & Product Owner certifications. +5 years of progressive technology consulting in Pharma and start-up ad tech companies. Specialties include developing mobile applications, data lakes and e-commerce. Work Experience Senior Digital Product Manager/Owner, Data & Analytics Johnson & Johnson - New Brunswick, NJ September 2017 to Present Developed the Data Framework, a \$3 million project that enables all of Health and Wellness's product, marketing, and behavioral/data science teams to develop insights for behavioral change techniques and positive health outcomes. Work with business partners to align vision, strategize, and prioritize requirements for the development team. Spearheaded Data Framework re-strategy with technology services to brainstorm a new architectural design, resource plan, and roadmap to successfully complete 12 months' worth of business value in 6 months, increasing velocity by 150% and turning the project from red to green. Collaborate with application product owners to gather holistic H&W requirements for the Data Framework. Act as the Product Owner of 5 product backlogs and direct the development team through backlog grooming and spring planning with 30+ epics and 300 user stories to meet the 2018 business roadmap. Present the Data Framework as a potential HIPAA compliant solution to +5 organizations within Johnson & Johnson.

Worked with the business and technology services to conceptualize and develop Performance Analytic Hub, an externally facing portal-based solution for hospital systems and doctors in studies and betas. Designed and worked with Technology Services to create the first Salesforce Marketing Cloud system that produces emails for all of Health & Wellness's mobile applications.

Used network in technology services to cut down SFMC development costs by 60% in the second iteration Conduct cost/benefit analysis on potential innovative data solutions for Health & Wellness

Understand business partner's conceptual needs, work with the development team to visualize data points via Tableau, to give them automated daily reporting. Implementing the Data Framework in EMEA to support +4 European applications enabling safe data storage. Senior Agile

Project Manager Avenue Code - New York, NY March 2017 to September 2017 Led teams of 13 people to create the mobile wedding registry for bloomingdales.com with total budget of \$1.2 million.

Showcased work every week to director level client team during sprint demos. Ran sprint planning, retrospective, and daily standup meetings with +10 members. Created 4 JIRA projects and backlogs which has since become the standard at Bloomingdales. Increased velocity by 30% by highlighting and correcting communication issues during sprint retrospectives. IT Scrum Master/

Project Manager SOGETI - New York, NY March 2015 to March 2017 Led teams of 12 people as scrum master of multiple mobile medical application projects with total budget of \$500k.

Maintained product backlog of up to 200 user stories in Jira. Led 15 minute daily scrum with development team to review progress, plan activities, and remove impediments. Coached 30 employees by leading 2 courses in HPALM and Agile, driving 9 towards scrum certification. Quality Assurance Lead Led QA team of 4 members to test medical mobile/web project with \$400k budget.

Led creation of 1000+ test scripts for execution in HPALM along with producing traceability matrix. Developed and executed 200+ manual regression and 1000+ system level test scripts to align with requirements. Business Analyst Composed 60+ user stories following GxP standards for backlog of mobile applications. Created 200+ user acceptance criteria for

development team to understand positive/negative scenarios of each story. Facilitated 10 user acceptance testing meetings with client to obtain signoffs. Groomed up to 20 user stories during each weekly session with 10-15 client and development team members. Account Manager

TUBEMOGUL - New York, NY January 2015 to March 2015 Managed 6 clients with combined yearly budget of \$700k. Ran QA testing to ensure no errors or defects occur during campaign

launch. Education B.A. RUTGERS UNIVERSITY - New Brunswick, NJ December 2014 Skills Jira, Ms project, Sharepoint, Tableau, Bootstrap, Html5, Ms office, Marketing, Agile Scrum, Scrum, Scrum Master, CSM, Product Management Links <http://linkedin.com/in/walidtahir>

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