**Bryan Nejad**

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**PROFESSIONAL EXPERIENCE**

**Accenture, Remote (Contract)**

***Senior Product Manager/Product Owner*** December 2023 – Present

* Increased revenue by 40% by leading cross-functional teams to deliver high-quality software products.
* Enhanced sprint delivery by 15% through Scrum of Scrum meetings across 8+ teams.
* Led the product development and management of a microservices-based ecommerce platform serving over 8 million patients.
* Managed software product lifecycle (SDLC) from ideation to release, optimizing project timelines and resource allocation.
* Collaborated with UX/UI designers to create intuitive and user-friendly interfaces for mobile apps and web platforms.
* Utilized Adobe Analytics to gather and analyze user data, identifying key insights and opportunities for product enhancements.
* Managed Agile project teams using Jira Align to track and prioritize user stories, manage sprint planning, and review sprint retrospectives. Facilitated Agile best practices to improve team collaboration.
* Collaborated with cross-functional teams to integrate advanced analytics into product roadmaps
* Conducted user testing and feedback sessions to iterate on product designs and user experiences, resulting in improved usability and satisfaction.

**HTC Global Services, Remote (Contract)**

***Senior Product Manager/Product Owner*** May 2023 – November 2023

* Led the launch of a new web application using Azure Cloud services, increasing data processing efficiency by 60%.
* Boosted annual revenue by 30% through the development of API-driven products.
* Implemented Power BI reporting solutions to monitor KPIs, driving data-driven decision-making.
* Managed a microservices-based product architecture for a B2B eCommerce platform, enhancing scalability.
* Analyzed user behavior and engagement metrics using Adobe Analytics to identify patterns and inform product decisions.
* Identify market opportunities and customer needs through research and analysis, leveraging data analysis skills.
* Utilized SQL to query databases and analyze large datasets, providing valuable insights into user behavior, feature usage, and product performance.
* Defined and streamlined the delivery process for the product team by setting up projects in Jira, scrum ceremonies, and created template for a list of required product artifacts such as product roadmap, vison document for each product.
* Developed and executed A/B testing strategies to optimize the user journey, resulting in a 15% increase in conversion rates and a 10% improvement in user engagement.
* Debugging and finding the root cause of issues happening in pipelines using Snowflake
* Define and track key performance indicators (KPIs) to measure product success, ensuring alignment with data-driven metrics.
* Conduct user interviews and gather feedback to inform product decisions, combining user insights with data analysis.

**Meta, Remote (Contract)**

***Senior Product Manager/product Owner*** September 2022 – March 2023

* Worked cross-functionally with data scientists and software engineers to create data pipelines and create dashboards.
* Create and maintain the product backlog for specific initiatives & team by conducting regular refinement/grooming sessions.
* Analyzed product performance metrics and user feedback to identify opportunities for improvement and inform product roadmap decisions.
* Created and optimized data pipelines processing billions of rows, enabling advanced analytics and enterprise decision-making.
* Conduct market research and competitive analysis to identify growth opportunities, using data-driven insights.
* Led A/B testing initiatives, designing experiments to improve user engagement and conversion rates. Analyzed test results and implemented successful variations, resulting in a 20% increase in conversion rates and a 15% improvement in user satisfaction.
* Monitor user engagement and make data-driven decisions to improve the product, optimizing user experience.
* Analyzed metrics to measure daily active users and proactively found root causes and solutions to improve them, utilizing data analysis skills.

**Blue Cross and Blue Shield of IL, MT, NM, OK & TX, Texas (Full-time)**

***Product Manager*** January 2020 – September 2022

* Launched various RPA initiatives, reducing costs and optimizing processes.
* Migrated products to AWS and Azure, reducing operational costs by 20%.
* Improved customer satisfaction by 25% through effective vendor management and on-time delivery.
* Ensured all payment solutions and processes were compliant with the Health Insurance Portability and Accountability Act (HIPAA), maintaining the security and privacy of patient data.
* Utilized Power BI for data visualization and reporting, enabling data-driven decision-making in healthcare enrollment, billing, and payer services.
* Utilized data-driven insights and analytics tools to optimize healthcare billing operations, resulting in improved revenue management and reduced billing errors.

**FedEx Office, Texas (Full-time)**

***Product Manager*** October 2017 – December 2019

* Collaborated with stakeholders to gather and prioritize customer feedback, leading to a 20% improvement in user satisfaction scores.
* Led Agile adoption, improving team adaptability and responsiveness.
* Managed the full product lifecycle, ensuring projects were delivered on time and within budget.
* Developed and launched key products in the PaaS space.
* Managed project budgets, forecasting resource needs, and ensuring cost-effective product development.
* Collaborated with data engineering teams to create data pipelines, ETL processes, and data warehousing solutions, ensuring efficient data ingestion and storage.
* Worked cross-functionally with the engineering team, architects, and QA team, ensuring healthcare considerations in product development.

**Whataburger, Texas** January 2017 – October 2017

**Data Engineer**

* Designed, built, and maintained scalable data pipelines using Python to process operational and customer data efficiently.
* Developed ETL workflows to extract, transform, and load data from various sources into AWS data lakes and Redshift warehouses.
* Utilized SQL to query and analyze large datasets, providing actionable insights to improve restaurant operations and customer satisfaction.
* Automated data workflows and reporting processes using Python scripts and AWS Lambda, reducing manual intervention and increasing efficiency.
* Implemented data ingestion pipelines on AWS S3, enabling real-time data availability for analytics teams.
* Collaborated with cross-functional teams to design and deploy interactive dashboards using tools like QuickSight, leveraging SQL-based data models.
* Ensured data integrity, quality, and security by implementing robust validation techniques and adhering to compliance standards.
* Optimized database performance and storage solutions in AWS, resulting in faster query processing and cost-efficient cloud usage.

**EDUCATION**

**University of Texas at Dallas *Master of Science*** *in IT Management*

**University of Texas at Dallas** ***Bachelor of Science*** *in Software Engineering*

**Richland College *Associate of Science*** *with an emphasis in Software Engineering*

**TECHNICAL SKILLS**

**Product Management:** Product Strategy and Road mapping, Agile Methodologies, Market Research and Analysis, Cross-Functional Team Leadership, User-Centered Design, Data Analysis and Decision-Making, Stakeholder Communication, Competitive Analysis, Project Management

**PM Tools:**  Jira, Rally, Aha, Confluence, Adobe Analytics, Figma, Miro, Grafana, SurveyMonkey, Microsoft Project

**Data Visualization:** Power BI, Tableau, Cognos, Grafana

**Data Engineering:** AWS (EC2, S3, Glue, Athena, QuickSight), Azure (Azure DevOps, Azure Data Factory), Databricks, Snowflake, Airflow, ETL, Data Warehousing, Hadoop, Hive

**Programming:** SQL, Python, Spark, PySpark, VB.NET, C++, Java

**Databases:** SQL Server, MySQL, Oracle, DB2, Mongo DB, DynamoDB