Siraj Shaikh
Email: doc_siraj@yahoo.com | Mobile: +971 564589865

Career Summary

Senior Business Analyst & Project Manager | Digital Transformation Specialist

Highly skilled Business Analyst and Project Manager with over 17 years of experience in **business case preparation**, **process mapping**, and **digital transformation**. Proven track record in driving **digital initiatives** across **multiple product verticals** and **channel groups**, collaborating with senior stakeholders to deliver **business-critical projects**. Expertise in **project prioritization**, **financial forecasting**, and **risk management**, ensuring successful project delivery within scope, cost, and time constraints.

Key Skills

- **Business Case Development**: Extensive experience in preparing comprehensive **business cases**, including **budgets** and **revenue projections**, to support decision-making for digital projects.

- **Project Management**: Skilled in **project scoping**, **monitoring progress**, and establishing **key project criteria metrics** to ensure successful project outcomes.

- **Stakeholder Management**: Proficient in managing relationships with stakeholders across **Retail** and wider **business groups**, ensuring alignment on project goals and delivery timelines.

- **Process Mapping & BRD**: Expertise in developing detailed **process maps** and **Business Requirements Documents (BRDs)** to articulate project scope and align teams on objectives.

- **Digital Transformation**: Led the **delivery of digital initiatives**, working closely with the **Digital Transformation Office** and managing multiple squads to implement solutions across product and channel verticals.

- **Risk Management**: Strong capabilities in managing project **risks** and identifying early warning triggers to prevent slippages.

- **Financial Modeling & Forecasting**: Skilled in **budgeting**, **financial modeling**, and **forecasting**, ensuring accurate financial planning for projects.

- **UX & Customer Journey Mapping**: Expertise in designing user experiences and **customer journey maps**, aligning business goals with customer needs.

Professional Experience

Emirates Group, Dubai

Senior Business Analyst | Project Manager | PMO Lead
May 2023 – Present

- **Business Case & Process Maps**: Prepared detailed **business cases** and **process maps** for solutions across various product groups and channels, supporting decision-making at the executive level.

- **Project Prioritization & Risk Management**: Led **prioritization discussions** with the business team, managing project **risks** and shortfalls to ensure successful project delivery.

- **Stakeholder Management**: Acted as the main point of contact (POC) for multiple **squads** mapped to the business, driving digital initiatives and ensuring alignment with **business objectives**.

- **Project Monitoring & Reporting**: Established key project metrics and **early warning triggers** to preempt delays, ensuring projects stayed on track and within budget.

- **Cross-Functional Collaboration**: Worked closely with **senior stakeholders** and product heads to drive the **digital agenda**, delivering digital initiatives across multiple verticals.

ITFAQ Global Systems & Software Trading LLC, Dubai

Senior Business Analyst | Project Manager
Aug 2022 – Nov 2022

- **Project Scoping & Delivery**: Scoped and managed multiple digital projects, ensuring alignment with **business priorities** and delivering on **time** and **budget**.

- **Financial Forecasting & Budgeting**: Developed accurate **financial models** and forecasts for project portfolios, supporting resource allocation and budget approvals.

- **Stakeholder Engagement**: Managed stakeholder communications and project meetings, facilitating updates on **action items** and driving **tradeoff decisions**.

ST Engineering Management Services Pte. Ltd., Singapore

Enterprise Analyst | Senior Project Manager
Dec 2012 – Mar 2021

- **Digital Transformation Leadership**: Led the delivery of digital initiatives, working with **cross-functional teams** to ensure alignment with both **IT** and **business objectives**.

- **Process Optimization & BRDs**: Developed and refined **process maps** and **BRDs** for large-scale digital projects, streamlining workflows and improving business efficiency.

- **Risk & Issue Management**: Proactively identified **risks** and developed mitigation strategies to minimize project disruptions, maintaining **SLA compliance** across projects.

Achievements

- **Digital Initiative Delivery**: Successfully delivered multiple **digital initiatives** across various product verticals, improving **operational efficiency** by 20% and enhancing the **customer journey**.

- **Business Case Development**: Developed **business cases** that secured over $2M in project funding, ensuring alignment with **financial goals** and **revenue projections**.

- **Process Improvements**: Created detailed **process maps** that improved project timelines by 25%, reducing inefficiencies and enhancing **cross-team collaboration**.

- **Risk Management**: Implemented **early warning triggers** that reduced project slippages by 15%, ensuring timely delivery of key milestones.

Technical Skills

- **Tools & Platforms**: MS Project, Jira, Azure DevOps, Microsoft Dynamics, ERP (SAP, Oracle)

- **Methodologies**: Agile (Scrum, SAFe), Lean, Waterfall

- **Process Mapping**: Business Process Modeling, Customer Journey Mapping, Value Stream Mapping

- **Financial Modeling**: Budgeting, Forecasting, Revenue Projections