

Chalfont, Pennsylvania 18914  
Mobile: 813-285-1557  
Email: ebmasters@gmail.com

## Edward Blaine Masters

---

### Technical Summary

---

- Senior Business Analyst with extensive experience in information technology and Business Analysis
- Current Robotic Process Automation (RPA) analyst using Blue Prism
- Certified Scrum Master (CSM) and Certified Scrum Product Owner (CSPO)
- Experience with both Waterfall and Agile development methodologies
- Strengths include: Business Process Modeling, User Stories, Use Cases, Wireframes, Systems Analysis, and Requirements Management
- Proficient in JIRA, Confluence, Trello, Balsamiq, Visio and Blue Prism

### Professional Experience

---

**Vertex, Inc.** King of Prussia, Pennsylvania

April 2017 – Present

**Senior Business Systems Analyst/Product Owner -RPA**

*Senior Business System Analyst currently assigned to a Digital Automation team.*

- Evaluate Robotic Process Automation (RPA) requests to see if they are good candidates for automation or business process re-engineering
- Conduct workshops with Stakeholders to capture the as-is process, identify risks and dependencies which are all captured in the Process Definition Document (PDD)
- Partner with RPA developers as they create the System Design document (SDD) for the to-be solution based on requirements
- Capture User Stories, manage the Product Backlog and serve as the RPA Product Owner
- Assist with User Acceptance tests to ensure the automation is performing as desired
- Access Process logs and help debug issues when an automation fails
- Served as Scrum Master for Vertex's first Agile transformation Scrum team, facilitating all Scrum ceremonies - Daily Stand-up Meetings, Refinement Meetings, Sprint Demonstrations and Sprint Retrospectives
- Served as the Business Analyst for various Vertex products where I created User Stories in Jira, wireframes in Balsamiq, Business Process Diagrams, and any other artifacts required for the Development team
- Documented functional and non-functional requirements in Software Requirements Specification documents for other non-agile projects

**Norfolk Southern Railroad** Atlanta, Georgia  
**Senior Business Analyst (Contractor)**

March 2016 – March 2017

*Senior Business Analyst on a project redesigning the company's largest customer-facing portal.*

- Facilitated Joint Application Development (JAD) sessions with internal business stakeholders to capture functional business requirements
- Created As-Is and To-Be process models in Visio to discover Use Cases, non-functional requirements, and Business Rules
- Created over 65 Use Cases to capture functional requirements and business rules for the portal
- Performed gap analysis on design documents and wireframes created by a 3<sup>rd</sup> party offshore contractor to identify any gaps in functionality and risks
- Worked closely with the test team who created test cases based on the Use Cases
- Acted as an advocate for the stakeholders to make sure their needs and business goals were being met by the software that was developed by a 3<sup>rd</sup> party offshore vendor

**Catalina Marketing** Saint Petersburg, Florida  
**Senior Business Analyst**

August 2014 – March 2016

*Senior Business Analyst for Catalina's Big Data and Extracting Transforming and Loading (ETL) teams.*

- Responsible for working with the Product Owner to create Epics, User Stories and Acceptance Criteria in the Product Backlog
- Worked with the Product Owner and Scrum Team to manage and refine the Product Backlog
- Served as interim Scrum Master and conducted Daily Stand-up meetings, Sprint Planning, Sprint Reviews and Sprint Retrospectives
- Created Epics and over a 100 User Stories in JIRA, along with acceptance criteria centered around ETL and Business Intelligence (BI) needs, for enterprise-wide projects and ad-hoc ETL requests
- Facilitated Joint Application Development (JAD) sessions with stakeholders in order to refine the User Stores and drive acceptance criteria
- Created process flows in Visio and any additional artifacts needed in order to support the understanding of the User Story for developers and testers
- Performed basic MS SQL queries and worked with the Enterprise Architect to identify the source and target of data for data mapping for ETL developers
- Led the requirements effort in Paris, France for Catalina's Big Data initiative to ensure Catalina's International business model could be supported by the new data warehouse structure for Big Data

**Discovery Communications** Silver Spring, Maryland  
**Senior Business Analyst (Contractor)**

May 2014 - July 2014

*Senior Business Analyst performing analysis on an Oracle-based Digital Media Contracting and Inventory Management system that supports all company television networks around the world.*

- Worked closely with the Product Manager to write User Stories and acceptance criteria for the Digital Media Contracting and Inventory Management system
- Worked in a co-located Scrum team environment and often created annotated wireframes in lieu of a formal User Story for the developers
- Assisted in writing test cases and user acceptance test
- Participated in daily stand-up meetings, Sprint Planning, Sprint Reviews and Sprint Retrospectives
- Worked with the Product Owner and Scrum Team to manage and refine the Backlog

**SRA** Arlington, Virginia

January 2011- March 2011, June 2012 - April 2014

**Senior Systems Analyst**

*Senior Systems Analyst for a Case processing system for the State Department that processes refugees from countries all over the world.*

- Member of a four-person Design team that was responsible for writing detailed requirements and design documentation that included relational data models, Activity Diagrams, and User Interface wire frames
- Interfaced with State Department stakeholders, Requirements, Development, and Test Teams to gather detailed information about the business process for the Designs
- Instrumental in coaching the team about Agile as the organization began shifting from Waterfall to the Agile methodology

**Raymond James Financial**, Saint Petersburg, Florida

September 2011 - June 2012

**Senior Business Analyst (Contractor)**

*Senior Business Analyst responsible for the elicitation of requirements for enhancements to the corporate website and systems for Equity Capital Markets.*

- Wrote Use Cases to document functional and non-functional requirements for financial systems written in .NET, classic ASP, HTML along with applications that were consumers of Web Services (Service Oriented Architecture (SOA))
- Led Joint Application Development (JAD) sessions with Equity Capital Market Stakeholders and Marketing to understand new enhancements to corporate websites and systems
- Acted as a junior Project Manager and lead Business Analyst responsible for creating a Project Initiation Document, managing project scope, resources, schedule and requirements for a project with an estimated budget of \$250,000

**Tampa Electric, Tampa, Florida**

March 2011 - August 2011

**Senior Business Analyst (Contractor)**

*Lead for documenting business processes and eliciting requirements for the Marketing and Sales teams to ensure software solutions drove more sales revenue.*

- Responsible for documenting as-is and to-be business processes in order to implement a Microsoft Customer Relationship Management (CRM) system
- Led Joint Application Development (JAD) sessions with various executive level and end user stakeholders to understand their needs and translate them into requirements
- Created and maintained business scope documents, functional and non-functional requirements documents, system specifications, and a traceability matrix in Microsoft SharePoint and Team Foundation Server

**Sierra Management/ U.S. Navy, California, Maryland**

October 2010 - December 2010

**Requirements Lead (Contractor)**

*Requirements Lead for Naval Undergraduate Flight Training Systems (PMA-273) for the NAVAIR claimant of the U.S. Navy.*

- Responsible for gathering, managing and maintaining requirements in a traceability matrix for software systems implemented in Navy training aircraft
- Reviewed the Concept of Operations (CONOPS) and created a Requirements Management Plan in order to define roles, identify requirement attributes and artifacts
- Created a Business Process Model to document the software change request process for aircraft systems
- Evaluated software requirements generated by outside vendors of the program office to ensure requirements were verifiable and supported the defined scope

**Deloitte, Alexandria, Virginia**

September 2008 - October 2010

**Senior Technology Consultant**

*Business Analyst Team Lead for an order to delivery application used by over 8,000 users in the U.S. Navy that processes over a billion dollars in orders.*

- Member of a team that documented the as-is business process for a Navy procurement process using Business Process Modeling Notation (BPMN) and produced a 150-page formal deliverable for the client
- Responsible for creating the project schedule for the requirements phase of the project and managing analyst resources for the requirements team
- Led a team of three business analysts and conducted joint application development (JAD) sessions with representatives of each claimant of the Navy (stakeholders) to elicit requirements for the to-be system

- Maintained a traceability matrix, attended change control board meetings and managed the requirements task to a detailed project plan
- Traveled extensively throughout the United States to train hundreds of users on new functionality for a major release of the application

## **Education**

---

- Bachelor of Arts in Business Administration, University of Florida, Gainesville, Florida.
- Essential Skills for the Business Analyst, January 2002, B2T Training Corporation, Washington, D.C.
- JAVA, December 2002, Northern Virginia Community College
- Introduction to Oracle, August 2007, Continuing Education - Wake Tech Community College, Raleigh, North Carolina
- Requirements Management with Use Cases and Rational RequisitePro, October 2009, IBM, New York, New York
- Relational Database Design, Tools and Techniques: Hand-On, November 2012, Learning Tree International, Reston, Virginia
- Project Management Professional (PMP) Exam Prep, December 2013, Learning Tree, Reston, Virginia
- AutoCAD, November 2020, Bucks County Community College, Bucks County, Pennsylvania
- Currently enrolled in the UX Designer Bootcamp – George Washington University, Washington, D.C.

## **Certifications**

---

- Scrum Alliance – Certified Scrum Master, January 2017
- Scrum Alliance – Certified Scrum Product Owner, January 2017
- Member of the International Institute of Business Analysis (IIBA)
- Member of the Project Management Institute (PMI)