**Karen Tague**

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**Profile Summary**

# I am a highly motivated IT professional who takes a hands-on approach to effectively deliver solutions to people at all levels of the Organisation. I have built up extensive experience over the last 18 years working on transformation programmes across both the UK and Europe. I can offer a wide range of business analysis, project management, product owner skills coupled with a wide range of industry experience (including event management, media, retail, consultancy, legal publishing, and real estate agency). My primary focus over the past few years has been on providing effective business process re-engineering, project management and business analysis of content management, e-commerce, Business2Business, Business2Consumer and bespoke application development solutions. These professional competencies are supported by strong personal values, and flexibility. Other key personal characteristics are commitment, responsibility, and accountability for personal contribution as well as the work and deliverables of the team.

**Executive Skills:**

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| * Business Analysis * Software Development Life Cycle * Business Transformation * User Acceptance Testing | * Requirements Gathering * Business Process Improvement * Project Management * User Training | * SCRUM * Agile * Stakeholder Management * Waterfall |
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**Experience / Employment History:**

**Knight Frank – Senior Transformation Business Analyst (Contract) January 2020 – April 2020**

# I was employed by Knight Frank as a Senior Contract Business Analyst as part of their Digital Transformation Programme. The Programme’s aim is to increase Knight Frank’s digital presence within the estate agent and property management industry. Adopting an Agile/ SCRUM approach my focus was centred around the building of a new customer facing website; this involved replacing the existing Live Chat tool and developing Personalisation enabling customers to fully interact with the mobile and desktop view of the new Knight Frank website. The Content Management System selected was SiteCore.

# My role included the following activities:

* Facilitation of requirements workshops and conducting requirements interviews with key stakeholders in Human Resources, Residential Sales & Letting, Commercial Sales & Letting, Digital Marketing, IT Services and Client Services to develop a set of AS-Is business processes using standard BPMN. AS -Is Business Process were signed off by stakeholders. Draft business TO-Be processes were created detailing process improvements across Knight Frank.
* Process Modelling - Define, categorise, and document the impact of changes as a result of rollout of a new website. Present findings to Department Heads to gain support and input into the overall change plan.
* Refine the product backlog and providing detailed requirements to the external digital agency and prepare for website build phase.
* Create and maintain a change plan utilised by the Change and Project Managers detailing overall business changes required particularly around training and communications for internal and external stakeholders.
* Identify new workstreams, prioritising and adding to the backlog.
* Manage project issue and risk logs and report on all high impact items to the programme manager on a weekly basis.
* My final task was to present recommendations (prioritised by high, medium, and low impact) to the Product Owner and senior leadership team to obtain agreement to proceed to the Build phase.

**Lloyds Register Group Ltd – Senior Agile Business Analyst (Contract) September 2017 – December 2019**

I was employed by Lloyds Register as a Senior Contract Business Analyst as part of their Global Business Change Programme. The Programme’s aim was to update all core business systems enabling a more stable and consistent architectural landscape. The project involved the development of a bespoke application (accompanied by an externally facing web portal) used by surveyors to create and issue Type Approval certificates against Products and Services certified by Lloyds Register.

My role included the following activities:

* Leading the Business Analysis activities (writing user stories, acceptance criteria organising the product backlog in DevOps, managing external and internal stakeholders) and providing direction to two additional business analysts on the team.
* Stand-in Product Owner for the Marine and Offshore business, making decisions on the direction of how the application is developed. (technology used .Net, Adobe Experience Manager Forms- AEM, Azure Search, Azure Active Directory, Ascertia Signing Hub for eSignatures).
* Create Integration requirements documents and provide to 3rd party supplier to deliver solutions to integrate Customer Data Hub and Salesforce (responsible for documenting the technical requirements for each integration ensuing that the business functions are clearly understood.
* Groom and prioritise the product backlog and assign user stories / bugs to business users, development team, test teams and other external consultants as part of general in sprint work.
* Run requirements workshops with Global Stakeholders across multiple work-streams.
* Assist UX Consultants understanding the requirements and lead the design of wireframes for the User Interface of the bespoke certificate generation application, converting the output into user stories and acceptance criteria.
* Development of the ‘As Is ‘and ‘To Be’ business process following impact analysis. Determine tangible and intangible benefits and associated KPIs.
* Assist the Head of Change Delivery with the selection of a new software development partner and was instrumental in establishing the working relationship.
* Work with 3rd Parties (Developers & UX Consultant & Digital Agency), to ensure development (Waterfall / Agile combined approach) is fully traceable against signed off requirements.
* Document the data requirements necessary for the translation of legacy system to new system, detailing the flow of data around the LR business.
* Act as business stakeholder whilst working with the external digital agency to review and sign off on wireframes and UX design for public facing web portal.
* Lead the design and execution of UAT scripts and facilitated the resolution of identified issues to the satisfaction of business users and the project board.
* Successfully documented business, functional & non-functional requirements and assisted the Lloyds Register business stakeholders to produce a solution that meets the business needs and begun the work to scope product enhancements whilst supporting the Early Life Cycle.
* Business Process Improvement Project for the Transfer of Class (Marine Business) - I was responsible for running workshops, interviewing global stakeholders to understand the ‘As Is’ and document the ‘To Be’ the end to end business process starting with a sales opportunity through to client closure. I obtained global agreement and sign off. Part of this exercise involved making several short – medium term recommendations.

**Reed Exhibitions Ltd – Contract Business Analyst (Contract) November 2013 – July 2017**

I was employed by Reed Exhibitions as a Contract Business Analyst as part of their Global Enterprise Architecture / Business Transformation Programme. The Programme’s aim is to globally unify systems and processes across all 41 countries that Reed currently sells exhibition space within. As part of the scope of the Programme, Reed has chosen to deliver an integrated architecture incorporating Salesforce for Sales Lead & Order Management, Oracle eBusiness Suite for Customer Relationship Management and Financials, Oracle MDM for Master Data Management, and Eloqua for Marketing & Campaign Management. Additionally, Reed developed a bespoke Privacy, Profiling and Subscription application accessible via Salesforce.

My role included the following activities:

* Understanding of the principles of GDPR; how data is captured, mastered and flows through Reed Exhibitions.
* Act as proxy Product Owner in the development of the bespoke Privacy, Profiling and Subscriptions (.Net) application
* Lead the business analysis phase for the development of a bespoke Profiling application; essential to gather responses to surveys, aiding the marketing and sales processes.
* Run requirements gathering workshops with Global Stakeholders across multiple work-streams.
* Provide Business and Systems Analysis expertise whilst delivering best practice analysis documentation including Requirements Traceability Matrix & Use Cases, Functional Specifications and User Stories.
* Work with Global stakeholders to design and document a set of ‘To-Be’ Business Processes, whilst working with local change teams to understand each country regional variances and drive process implementation.
* Co-ordinate all aspects of System and UAT and work with business stakeholders to deliver Business end to end scenarios & UAT scripts, as well as managing the Defect Management and Change Management processes
* Work with local Change Teams to scope their Training Needs and work with 3rd Party Vendors for the development of Training Documentation.
* Support the Early Life Support phase by identifying requirements / products features (which provide quick wins to the UK business) and delivering these to the productional environment incrementally (every 2 weeks).
* I successfully deployed the Release 1 roll out to the UK Business Unit and helped to shape the design phases for the future releases to the United States, France, Brazil, and Australia.

**Maternity Leave September 2012 – November 2013**

**Lexis Nexis Corporation – Agile Business Analyst (Contract) February 2011 – September 2012**

I was employed by Lexis Nexis as a Contract Business Analyst to work on their Global Programme to replace the legislative Content Management System. This system was used by legal and tax representatives to obtain the most up to date legislation. My role included providing the following full lifecycle expertise

* Run requirements workshop to introduce using prototypes to gain stakeholder feedback.
* Actively participate in daily SCRUM meetings; investigate issues highlighted by development teams and providing best solutions for business capability.
* Create scenario based (BDD) user stories and acceptance tests with TFS and presenting requirements to the technical development teams.
* Document key business processes (BPMN) and work with UX team to develop user interfaces.
* Manage stakeholders at senior levels.
* Responsible for leading the rollout of Agile with Lexis Nexis (in particular developing templates & guidelines) which involved presenting proposed ideas to CIT stakeholders.
* I left Lexis Nexis UK following the successful completion of the User Acceptance Testing phase of the programme.

**Spindrift Consultancy – Business Analyst (Contract) November 2010 – January 2011**

I was employed by Spindrift Consultancy (sub-contracted to Tesco.com) working as Contract Business Analyst the Tesco Change Programme. This program involves an ATG eCommerce implementation and integration with Choicestream (recommendations solution). Working within an Agile environment my role was to manage the product backlog and breakdown epics into sizeable chunks of functionality.

My role included the following:

* Lead business analyst for preparing and driving strategic innovative transformation of the marketing programmes,
* Create functional requirements, flows, use cases and designs for the Tesco Change Programme. This program involves an ATG eCommerce implementation and integration with Choicestream (recommendations solution).
* Responsible for managing the product backlog and organising features into sprints.
* Work with SCRUM team to track (using HP Quality Centre) and prioritise defects.
* Participate in daily stand-ups.
* Prepare storycards for Sprint planning and estimate sessions.
* Manage requirement changes necessary for the Tesco Direct (Business2Customer) website.
* Assist the Product Owner in detailing the requirements & refining use cases.
* I left Spindrift (Tesco Direct.Com) following successful delivery of specified changes to the B2C site.

**Gala Coral Group – Business Analyst (Contract) February 2009 – November 2010**

I was employed by Gala Coral working as Contract Business Analyst as part of the website refresh programme for the Coral and Euorbet sites. This program involves the implementation of improvements to the sites as well as providing new games and content with a World Cup 2010 theme.

My role involved the following duties:

* Primary role was to gather and document the requirements (using user stories) for Coral and Eurobet websites (Business2Customer) for delivery in time for World Cup 2010 and new football season. Content management system used was Typo3.
* Introduce the AGILE approach into the web development process.
* Set up and organise the SCRUM meetings for projects.
* Perform gap analysis between the old website and the new website in order to elicit new business and functional requirements.
* Prepare and write project definitions, functional specifications and change request documents.
* Create Activity Diagrams and Use Cases (UML) to define project requirements.
* I left this role after successfully delivering new content and new games to the B2B sites in time for World Cup 2010.

**Professional Development:**

* Lean Six Sigma Green and Black Belt Certification – In Progress
* Business Optix (Business Process Modelling Tool)
* Prince 2
* Cambridge Career Award in Project Management
* Project Management Training – based on Prince 2
* Business Systems Analysis
* UML – Self Trained
* Managing Meetings to Deliver Results
* ISEB Requirements Engineering
* SSADM
* Software Development Life Cycle
* Agile
* Waterfall

**Software Experience:**

* Salesforce
* Eloqua Marketing (Oracle)
* Remedy Versions 5, 6
* Site Core
* Service Now
* BPR Tools - Business Optix & MS Visio Professional
* SharePoint
* Test & Training Tools –HP Quality Centre & Microsoft Test Manager
* JIRA / Confluence
* Microsoft DevOps
* MS Project
* MS Office
* MS Excel
* Microsoft Teams
* Slack
* Basic SQL

**Education:**

* BSc (Hons) Computing Information Systems and Business Studies
* HND Computer Studies and Business Applications