CHERL BRANKAMP

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PROFESSIONAL BACKGROUND

Cheryl has over 20 years of experience in aligning technical solutions with business processes to address the needs of numerous multinational corporations. She has led projects to success in both waterfall and agile methodologies through various roles including project manager, product owner, and business analyst.

Cheryl thrives on improving processes and tools that provide better clarity, help stakeholders make better decisions, and improve product time to market. Her experience includes all the major aspects of successful project delivery including project management, evaluating and defining business processes, gathering and defining system requirements, logical and physical data modeling, application design, development, testing, and delivery. Cheryl's experience in both business and technical skills along with her attention to detail enable her to deliver quality solutions on schedule.

SELECTION OF RELEVANT EXPERIENCE

Business Analyst, Medical Technology Company

Cheryl served as Business Analyst for the development and implementation of a suite of CRM business applications which allowed Sales and Marketing teams to stay connected with prospects, partners and customers in order to drive market leadership and share acceleration. Capabilities provided by these CRM applications include pipeline management, collaboration tools, quick access to marketing collateral, automated quoting and contracting, ordering, and analytics to uncover new insights. Cheryl worked closely with all teams on the SAFe train, the business partners and architects to align business processes with the technical solution built on Salesforce Lightning with CPQ and Mulesoft. She defined requirements, guided solution design, helped guide developers, and assisted with testing, implementation and support.

Product Owner, Medical Technology Company

Cheryl functioned as a product owner and business analyst on multiple initiatives within the Salesforce Effectiveness team. In this role she worked with business partners and IT teams from Sales, Marketing, Contracting and Supply Chain to help lead the integration of an acquired company onto corporate systems including definition of current and future state processes, data migration needs, and reporting needs. In addition, she helped stand-up two separate Saleforce.com instances within Professional Education and Digital Marketing. In this role, she met with Product Management, business partners and architects to define features, write user stories, prioritize the backlog, and collaborate with the Scrum team to deliver feature functionality and perform user acceptance testing.

Project Manager / Business Analyst, Direct Marketing Company

Cheryl served as a product business analyst on a project to enhance a pricing and promotion application and build an accompanying data warehouse/reporting solution. As part of this initiative, she gathered requirements, defined user epics and stories, collaborated with the development team on the design, communicated project status, performed product acceptance testing, and assisted in deploying the solution to the end customer.

Industry Experience

- Healthcare
- Retail
- Banking
- Online Research
- Aerospace

Functional Expertise

- Salesforce Effectiveness
- Loyalty
- Item Master Data Management
- Pricing and Promotions
- Health Care Compliance
- Service and Repair
- Call Center
- Complaint Management
- Credit Card Services
- Order Processing
- Sales Analysis
- Manufacturing

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SELECTION OF RELEVANT EXPERIENCE

Product Owner, Major Retailer

Cheryl served as a product owner and business analyst on a major effort to rebuild the Loyalty applications. In this role she worked with architects, product management and scrum teams to design and build replacement functionality for coupon redemptions at the Point of Sale. Prior to this she functioned as a product owner and business analyst on Production Support team for the suite of Loyalty Systems. This team is responsible for enhancements and system changes required to meet changing business needs. In addition, they support various teams across the business that use Loyalty data and systems. While performing the duties of the Product Owner on this team, Cheryl coached the team during their transition to SAFe Agile methodology.

Product Owner, Major Retailer

As one of the Product Owners, Cheryl helped deliver a major Enterprise Master Data Management (MDM) system for Item data using Scaled Agile Framework (SAFe). This project delivered the capability for vendors/suppliers to provide rich attribution about their Items, a repository capable of storing over a thousand attributes, and processes/tools to provide this information to systems and teams across the enterprise. Cheryl performed the duties of both a Product Owner and Business Analyst on the Scrum team to deliver feature functionality based on input and direction from Product Management, business partners and architects. In this role, Cheryl played a part in the team's very successful transition from Waterfall to SAFe.

Business Analyst, Medical Device Company

Cheryl served as a business analyst on a project to on-board the organization to a corporate application to capture value transfers to Health Care Provider. She worked with business areas across the organization to assess impact, define new business processes, provide training and support, and assist with data migration to achieve a successful deployment with minimal impact to the business.

Lead Business Analyst, Medical Device Company

Cheryl served as a business analyst to build and implement a Customer Relationship Management system for the Call Center, Complaint Management, and Service and Repair business areas. This solution provided a centralized/integrated platform for the three organizations to manage and track customer information, call details, incidents reports, and service/repair orders. After the initial engagement which was delivered using Siebel 7.0 Life Sciences, Cheryl returned for two additional engagement to upgrade to Siebel eMedical and install Siebel Analytics. Her responsibilities included defining the future state business processes, detailed requirements and functional specifications; and coordinating with the development teams. She assisted with system testing, user acceptance testing, and data verification during deployment.

Business Analyst and Data Architect, Medical Device Company

Cheryl served as a business analyst and data architect for a Health Care Compliance project that involved building several web based applications to capture customer interactions for the purposes of Safe Harbor adherence. The solution provided a data warehouse of healthcare compliance information and a global database of healthcare providers including data from additional sources. Additionally, Cheryl helped deliver a Business Intelligence solution for analysis and reporting of Healthcare Compliance information. Cheryl's responsibilities included system requirements definition, data analysis, data transformation and load specifications, design, modeling, application development, building data extract and transformation processes, integration testing, and deployment.

Technology Expertise

- Salesforce/CPQ
- Jira
- Microsoft Office Suite
- Informatica
- Tableau
- Siebel CRM
- SQL/HTML/Visual Basic/COBOL

Methodologies

- Agile Software Development
- Software Development Life Cycle
- Business Analysis
- Database Modeling
- Process Improvement

Deliverables

- Functional Designs
- Requirements Document
- Process Maps
- Features/Stories
- Project Plans
- Test Plans

Certifications

- SAFe Product Manager/Product Owner