# Leela Krishna Sarepalli

### IT Business Analyst - Senior

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Results-driven professional with over a decade of experience in technology solutions, project management, business analysis and stakeholder engagement. Proven ability to analyze business needs, develop comprehensive documentation, and facilitate successful technology implementations in US healthcare and financial capital markets sector.

## Work Experience

**Information Technology Business Consultant** Jan 2024 - Jan 2025

*CloudSolutions.diy*

* Developed a scalable Ideal Customer Profile (ICP) framework for an AI startup with growth opportunity in predictive maintenance for the marine industry, streamlining lead prioritization for 4000 potential customers.
* Performed requirements gathering and cost-benefit analysis with actionable sales strategies, realistic targets, and a tiered pricing model $35-$70/asset/month to enhance market entry impact and recommended a cohesive sales pipeline and customer feedback integration to optimize marketing efforts.
* Developed use case and business case to streamline HR onboarding system for a men's beard grooming company, incorporating automation tools like ProcedureFlow, reducing onboarding time by 30% while ensuring compliance with regulatory standards.
* Optimized supply chain by identified 15 alternative suppliers, created performance measures and mitigate risks from single-source dependency, reducing procurement costs by 15% for key raw materials.

**Digital Transition Coordinator** Nov 2024 - Dec 2024

*YWCA | Kitchener*

* Assisted in process mapping and solution design by converting HR and administrative records to cloud-based solution (Avanti a HCM software), supporting the organization's transition to a streamlined, paperless environment.
* Collaborated with HR team members to identify and address areas needing digital enhancement for former and current employees, contributing to the improvement of internal processes.
* Leveraged workflow automation tools and systems development, to systematically convert physical documents into digital records. Executed precise file digitization processes with meticulous attention to accuracy, integrating automated workflows to enhance efficiency.

**Customer Support Executive** May 2023 - Feb 2024

*CallCenterGuys Inc | Fredericton*

* Supported Freedom Mobile customers through inquiry response, issue resolution, and customized solutions to improve satisfaction.
* Managed call workflows, resolves problems and tracked customer interactions for personalized follow-ups using RingCentral and CRM software.
* Showcased verbal and written communication, coupled with analytical and active listening abilities, achieving an 85% first-call resolution rate to boost operational efficiency.
* Maintained high productivity in a fast-paced environment, handling 120 calls per day through RingCentral while ensuring consistent compliance with Freedom Mobile's quality standards.
* Accurately documented customer interactions and insights using CRM software integrated with RingCentral, leading to process improvements and increase in customer retention.

**Business Analyst Intern** May 2022 - Aug 2022

*VeroSource IT solutions Inc | Fredericton*

* Skilled in Stakeholder Management. Coordinated SR&ED claim processes, working with leadership, the CRA SR&ED review team, and development teams, leading to the successful approval of the SR&ED claim within.
* Streamlined the SR&ED process for agile teams, reducing claim preparation time by at least 50% through the development of optimized strategies that increased claim approval chances during technical audits.
* Conducted in-depth research on SR&ED eligibility, resulting in accurate documentation that contributed to a 100% coverage of activities claimed during the internship period.
* Engaged with technical and management teams, enhancing cross-functional collaboration and ensuring timely submissions of SR&ED documentation.
* Developed strategies to help teams navigate CRA audits, reducing the likelihood of rejections and ensuring that all claims met technical requirements, achieving a 95% success rate in claim survival.

**Technical Project Manager/Business Analyst-Senior** Jul 2018 - Jul 2021

*Implithoughts IT solutions*

* Developed risk mitigation strategies, using tools like Jira and Trello to adjust project scope, schedule, and assign additional resources to expedite a project milestone.
* Managed software development team to design, develop, and focus on service delivery or product delivery, leveraging Atlassian Jira and Confluence for Agile project management and documentation.
* Led the development of Web, IOS and Android applications for key products, successfully launching first version of apps within 2 weeks to fully functional in 3 to, achieving a 95% project completion rate on time and within budget.
* Facilitated program increment planning or JAD sessions, system demos, backlog refinement and retrospective workshops as part of Scaled Agile Framework with scrum team and leadership.
* Enhanced the UI/UX of applications by closely working with UX designers and UI developers, leading to a 20% improvement in user experience and customer satisfaction, validated through application demos and user feedback with each deployment.
* Implemented DevOps processes to streamline releases, facilitated user story mapping, and managed the product backlog, significantly improving delivery efficiency and maintaining consistent, high team velocity.
* Implemented project management tools like Zoho and Jira or Excel to improve project tracking and stakeholder communication, reducing project misalignment for technology service clients. Skilled in fostering collaboration and ensuring alignment with the needs and expectations of varied stakeholder groups.
* Ensured product aligns with technical specifications, service oriented architecture and data requirements. Performed code reviews to ensure software quality, address software defects, and maintain adherence to established development standards.
* Developed and deployed product features, integrating quality assurance and managing the deployment to production environments, maintaining a 95% uptime and smooth product releases.
* Conducted performance evaluations, provided constructive feedback, and coached team members (both fulltime and parttime employees), achieving over 90% retention and a high level of team engagement.
* Reduced product development costs by 20% over by establishing streamlined processes and optimizing resource allocation for multiple projects while meeting deadlines.
* Collaborated with and negotiated between stakeholders, resolving disputes across 5 projects, ensuring project continuity and alignment with business goals.
* Managed recruitment, training and allocation of parttime and fulltime employees for projects in the organization, achieving a 100% project staffing and optimal resource management.
* Provided regular updates on project status, risks, and issues using risk register, project status reports, and issue logs, increasing stakeholder satisfaction and achieving a 100% Net Promoter Score.

**Senior IT Quality Analyst/Engineering Lead** May 2013 - Jun 2018

*UnitedHealth Group/Optum Technology |*

* Developed and enhanced a robust test automation framework for multiple products using Selenium WebDriver, TestNG, Cucumber (Java) and UFT, achieving 90% test coverage across UI, API, and database levels.
* Integrated the test automation suite into the CI/CD pipeline, creating Jenkins jobs for smoke, regression, and functional tests, ensuring automatic execution in TEST and STAGE environments.
* Implemented cross-browser and mobile testing for web and mobile applications using cloud-based platforms like Perfecto IOS/Android and Sauce Labs, achieving 100% test coverage across key operating systems and browsers.
* Conducted Web Accessibility WCAG 2.0 and 508 compliance testing using AXE Chrome, JAWS, and NVDA, ensuring 95% compliance for all new features.
* Maintained virtual machines for automated test executions, ensuring stable environments with 99% uptime for daily, weekly, and sprint-end tests.
* Collaborated with Product Managers and scrum teams to define QA strategy documents for all user stories, ensuring proper test coverage and execution in every sprint.
* Enhanced automation frameworks by shifting from hardcoded data to clean environment, reducing test maintenance efforts by 25%.

**IT Quality Analyst/Senior Software Engineer** Jun 2009 - Apr 2013

*Broadridge Financial Solutions |*

* Increased test coverage with integration and unit testing and showcased the benefits of test automation to senior management after each release, providing actionable insights and improving product quality over 2 releases.
* Trained cross-functional teams on the use of test automation scripts and frameworks, completing the training sessions for all Broadridge QA teams within and increasing team efficiency.
* Collaborated with developers and automation experts to develop new test automation frameworks and expand script depth by 25%, completing the project within a 6-month period; traveled to New York City twice on a B1 visa for on-site collaboration.
* Achieved ISMS compliance by serving as the certified Broadridge ISMS internal auditor and Information Security Coordinator, ensuring the team met all security standards by the end of each audit cycle.
* Developed and enhanced test automation frameworks (IMPACT, BRtest) , improving automation efficiency and coverage, aligning with release schedules and client requirements.
* Created a comprehensive automation plan for automating regression test cases and developed automation suites for sub-functional areas based on client requirements, reducing manual testing efforts by 90% and completing the automation of key tests within each release.
* Produced reusable automation scripts and executed automation suites during product releases, achieving a 95% success rate in defect resolution by analyzing logs and closing defects within 2 weeks of each release.
* Reviewed test plans, contributed to test case development, and executed test cycles, improving defect tracking mechanism and meeting all release deadlines for the project.
* Designed automation frameworks using QTP BRtest, IMPACT, and iSTAR, improving script reusability and modularity, ensuring framework scalability for future projects.
* Led the management of projects using tools like Rally, Quality Center, ALM, and Remedy, reducing defect resolution time through improved tracking and coordination within the project team.
* Enhanced programming and database expertise by optimizing scripts in VB scripting, and fine-tuning database interactions with DB2/400, increasing query performance and reduce regression tests execution time.

## Core Skills

Low-code/No-code Platforms: Power Apps, Power BI, Figma, Power Automate,

Project Management Tools: Visio, Microsoft suite, JIRA, Zoho, Azure DevOps, GitHub,

Methodologies: Agile, Waterfall, SDLC, Hybrid Models,

Documentation & Compliance: SR&ED, Project Charters, Agile project documentation,

Technical skills: Cloud technologies & DevOps: AWS Cloud, Jenkins CI/CD, Docker, GitHub for workflow tracking,

Testing & Quality Assurance: QTP / UFT One, Selenium, TestNG, Cucumber (Java), BDD framework (Specflow), System testing, Traceability, Data Modeling, AXE for accessibility testing, ISTQB standards,

Version Control & Issue Tracking: Git, GitHub, JIRA, Rally

Programming Languages: Python, SQL, Java Script, HTML, CSS

## Education

**University of New Brunswick** Sep 2021 - May 2023

**Master of Business Administration** |

**Acharya Nagarjuna University** Aug 2006 - May 2009

**Master of Computer Applications** |

## Certificates

**Certified Business Analysis Professional** Aug 2024

(Skills: Business Requirement Analysis, Business Process Modeling,

Functional Requirements, functional design, business process mapping,

business modeling, business rules, enterprise architecture,

Contextual Decision Making, information architecture, information management)

**Certified SAFe 6 Product Owner / Product Manager** Jan 2024

**AWS Certified Solutions Architect - Associate** Dec 2023

Amazon Web Services (AWS)

**Microsoft Certified: Azure Fundamentals** Dec 2023

Microsoft

**Project Management Professional (PMP)** Dec 2022

Project Management Institute

(Skills: Problem Solving, facilitation skills, Presentation Skills,

decision-making skills, verbal and written communication, communication skills,

negotiation skills, feasibility studies)

**Foundation Level** **Software Testing** Sep 2020

**Professional Scrum Master™ I (PSM I)** May 2020

Scrum.org