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PROFESSIONAL SUMMARY

Results-driven Senior Enterprise Business System Analyst with over 13+ years of experience leading cross-functional teams and driving product strategy across software development lifecycles. Proven track record of delivering data-driven solutions that increase market penetration, improve customer satisfaction by up to 40%, and enhance product adoption by 15%. Skilled in Agile methodologies, stakeholder management, and strategic planning.

KEY SKILLS

- Product Lifecycle Management
- Business & Data Analysis
- Agile & Scrum Methodologies
- Stakeholder Engagement
- Strategic Planning & Execution
- Cross-functional Team Leadership
- Requirements Gathering & Documentation
- User Experience (UX) Optimization
- Metrics & Performance Tracking
- Communication & Presentation
- Tools: JIRA, Confluence, Tableau, SQL, MS Office Suite
- SQL (to query and validate data)
- Data warehousing concepts (e.g., Kimball methodology)
- Data modeling tools (e.g., Erwin, dbt, Lucidchart)
- **CRM platforms (Salesforce**, MS Dynamics, etc.)
- BI tools (Power BI, Tableau, Looker, etc.)
- ETL tools (Informatica, Talend, Azure Data Factory, etc.
- SAP/ECC
- Google suite

PROFESSIONAL PROFILE

- Led the development and launch of a financial data integration platform, increasing market penetration by 25% within the first year.
- Managed cross-functional teams of 10+ members, delivering projects on time and under budget.
- Implemented customer feedback loops that boosted satisfaction scores by 40%.
- Conducted competitive analysis to refine product positioning, resulting in a 15% increase in adoption.
- Collaborated with engineering and design teams to streamline development processes, reducing time to market by 30%.
- Supported senior leadership in roadmap planning and execution aligned with business goals.

EDUCATION

- **Postgraduate in Generative Artificial Intelligence and Machine Learning** : Illinois Tech University Texas collaboration with Eureka | Aug 2024 – In progress
- **Master of Business Administration (MBA) in Finance**: International American University, Los Angeles CA | August 2012 – August 2014
- **Master's in public administration (MPA)** St Cloud state University, Minnesota, MI | August 2010 – August 2012
- **Bachelors in Dental Sciences (B.D.S)** Meenakshi Ammal Dental College, India | August 2002- August 2008

CERTIFICATIONS

- Certified Product Manager- Stanford University
- Certified Oracle DBA
- AWS solution architect associate level and professional level
- Skill update certifications from Simplilearn relating to Analytics and Neural Sciences
- Fintech and payment courses via Udemy
- TOGAF Fundamentals via Udemy
- Enhanced product management

EXPERIENCE
Client : Amazon   **Aug 2022 – Till Present**
Location : Seattle WA
Role : SR Business System Analyst
Responsibilities :

- Provided product management ownership and support for **Enterprise Access Platform (EAP)** initiatives as part of the EAP PMO product team.
- Delivered product expertise leveraging **Amazon's Working Backward** methodology to define customer-centric solutions.
- **Amazon marketplace**- Designed the objectives and KPI's for digital marketing campaigns (lead generation, brand awareness, ROI) and implement programs that enhance seller experience and drive business growth.
- **Align campaign goals** with company's overall **marketing strategy** and product roadmap.
- Develop and **refine processes** to increase efficiency and scalability.
- Work with **creative teams**, **content marketers**, **media buyers**, **SEO/SEM experts** and **developers.**
- Work closely with finance, product teams, sales, **pricing strategy team** and account management to align on goals and strategies.
- Authored **PR/FAQ documents**, business requirements documents (**BRD**), and product requirement documents (**PRD**) for machine learning–driven models.
- Acted as a liaison between cross-functional and technical teams, identifying **redundancies and overlaps** with other internal products to streamline solution delivery.
- Led the **implementation and monitoring** of products, defining and tracking key **performance indicators (KPIs)** to evaluate success post-launch.
- Collaborated with the **Environmental Regulatory Compliance** team to document compliance checks, conduct validation activities, and track updates using **AWS QuickSight dashboards**. **Build out data pipelines.**
- Analyzed source **CRM data** (e.g., **Salesforce chat**, HubSpot, Microsoft Dynamics).
- Supported Program Managers in preparing **enterprise-wide entitlement frameworks** for compliance projects, enabling transparent reporting to executive leadership on **financial health and ROI** of regulatory initiatives.
- Translated complex data into clear visuals or summaries for non-technical audiences.
- Developed **business cases** outlining cost, service, and benefit dimensions to support **executive level funding and scope decisions**.
- **Analyzed user behavior data to prioritize** features or improvements. **Used UAT test results** to decide whether to roll out new functionality.
- **Developed hypothesis** for product experiments **based on data.**
- Acted as a **Service-Oriented Analysis (SOA) specialist**, guiding **architects and business analysts** through the full lifecycle of analysis and design processes
- Supported product roadmap planning and backlog grooming sessions with **Agile teams**, ensuring seamless coordination between strategy and execution on manage tools like **Jira and Asana**.
- Created business/product/third party vendor specification documents for API integrations and implementation.

Client : Wells Fargo   **October 2021 – April 2022**
Location : San Francisco CA
Role : SR. Business System Analyst

- Collaborated with business stakeholders across **L2, L3, and L4 levels** to align on strategic objectives and integration initiatives.
- Conducted research and analysis on various digital products, including **OSMP**, **DUB DUB**, **Move Money SDI**, **Data Sharing SDI**, and solutions for **Small Business Banking**.
- Provided cross-functional support to **Lead Product Managers**, **Program Managers**, and **Delivery Coordinators**, assisting in integration projects with major global partners such as **Amazon** and **Facebook**, including initiatives like **Project Florence** and **Amazon Pay integration**.
- **Identified KPI's and success metrics for product features and business goals. Work with data teams to ensure metrics are accurately tracked and reported**.
- Created **data-informed narratives** to influence leadership, marketing, engineering and design.
- Work with stakeholders to gather requirements for **user stories, acceptance criteria, feature description, decks, process flows, manage traceability.**
- **Supported UAT production**.
- Participated in training sessions focused on drafting **high-level epics and features** at the journey level, enhancing early-stage product planning capabilities.
- Collaborated with data architects to design CRM-related data models (e.g., star/snowflake schemas).
- Ensured models support business reporting and analytics use cases.
- Gained hands-on experience with **Jira Align**, including the creation of **demo features** within the production environment for internal presentations.
- Collaborated with **design teams, validated concepts, developed wireframes and working prototypes**.
- Attended and contributed to **Domain-Driven Design (DDD) workshops**, **architectural reviews**, and **Mural board discussions** to support collaborative solution design and planning.

Client : BlueCross BlueShield (BCBS)   **Oct 2020 – Oct 2021**
Location : Sacramento CA
Role : SR.Business System Analyst / Mandate SME – Medicare Mandate Projects
Responsibilities :

- Served as a **hybrid Mandate Subject Matter Expert (SME)** and **Product Manager**, leading initiatives across various **Medicare regulatory projects** including **CAL AIM**, **Tribal FQHC**, **Senate Bill Mandate 1008**, and **Machine-Readable Files**.
- Defined **data product vision and strategy for healthcare data platforms**, like **Enrollment & eligibility, Benefit administration, contribution accounting, clinical, billing and payment**.
- Ensure **data products built in accordance** with HIPPA, HITECH, GDPR.
- Advocated for consistent data standards. Collaborated on data mapping, normalization and enrichment efforts.
- **Managed external data partnerships** to oversee the integration of third-party data.
- Collaborated with **Vendors for compliance, data quality** and alignment with product strategy.
- **Led EFT/ERA automative** initiative, improving payment posting accuracy by 30%.
- Designed and maintained **NPI crosswalk** logic, ensure proper claim routing for 1000+providers.
- Collaborated with RCM, Provider operations and IT team to gather business requirements for processing **837(claims), 835 (remittance), and 27x (eligibility**) EDI transactions.
- Authored key project artifacts including **Business Requirement Documents (BRDs)**, **Functional Requirement Documents (FRDs)**, and **Product Requirement Documents (PRDs)**; developed detailed **feature lists** and mapped them to appropriate **Lines of Business (LOBs)** to support the development of **new claims intake and remittance matching modules**.
- Collaborated with multiple **portfolio managers** to build and align product portfolios with enterprise goals, capturing and documenting requirements through well-defined **user stories**.
- Facilitated **Joint Application Development (JAD)** sessions to gather stakeholder inputs and drive consensus on solution design.
- Gathered and analyzed business requirements for Enrollment & Eligibility processes within healthcare payer systems to ensure compliance with ACA, HIPAA, and CMS standards.
- Validated **data accuracy and completeness after ETL processes.**
- Participated in **UAT (User Acceptance Testing) to ensure business requirements are met**.

- Supported agile development cycles by writing user stories and acceptance criteria for AI- powered claims processing and provider validation tools.
- Automated legacy **claims processing workflows** by implementing an **Automated Payment System (APS)**, reducing manual effort and enabling calendar-based payments to **Tribal FQHC providers**.
- Worked closely with regulatory agencies such as **CDI** and **DMHC** to design and deliver **welcome kits** and **renewal kits** for dental beneficiaries, including support for **multilingual translation** (e.g., Spanish localization through the Program Management Language Team).
- Extracted business rules and logic from 837 claims processes and integrated them within **FACETS**, ensuring compliance with regulatory mandates.
- Analyzed **high-level APLs** provided by the Mandate Control Group to perform **impact analysis** across multiple systems and source databases.
- Contributed strategic input and innovative ideas to support L2, L3, and L4 team members in meeting delivery and integration goals.
- Done documentations for **vendor API integrations.**

Client : State Fund Insurance   **Nov 2019 to Oct 2020**
Location : Pleasanton CA
Role :SR. Business System Analyst – Healthcare Claims & RFA Automation
Responsibilities :

- Acted as a **liaison between healthcare providers and the IT team**, translating business needs into technical requirements and drafting comprehensive **Business Requirement Documents (BRDs)**.
- Supported product development across multiple **healthcare modules**, including **Portal RFA**, **Non-Claim RFA**, **e-Bill**, and **User Services**, **Member**, **provider and employer facing portals, claims administrations.**
- Led analysis and documentation of **EFT/ERA workflows**, improving payment reconciliation accuracy and enabling automated posting across internal systems.
- Designed and maintained **NPI crosswalk** logic to accurately map rendering, billing and pay-to providers supporting both roasted and non-roasted scenarios.
- Utilized tools such as **X12viewers, SQL and power BI to monitor and report on key metrics including EFT/ERA reconciliation rates and transaction** success across platforms.
- Communicated functional requirements to both **onshore and offshore development teams**, assisting in feature implementation and issue resolution throughout the SDLC.
- Participated in **product backlog refinement**, collaborated with the **Senior Product Manager** to shape **product strategy** and define the **product roadmap**.
- Played a key role in supporting **State Fund**'s initiative to automate manual processes related to **Request for Authorization (RFA) claims**, enhancing coverage and processing efficiency for injured workers.
- Involved in the **end-to-end data transmission process**, where RFAs are transmitted via **JSON messages** to the **CXA vendor's production database**, evaluated through a **rules engine**, and routed back to the **CARE system** using **API calls** and **Kafka messaging**.
- Created business/product/third party vendor specification documents for API integrations and implementation

Client : Wells Fargo   **Oct 2018 to Nov 2019**
Location : San Francisco CA
Role : Senior Business System Analyst – Digital Banking & Payments (E-Commerce Solutions)
Responsibilities :

- Served as the **primary liaison** between client stakeholders, technical teams, and cross-functional business units, leading the analysis of highly complex business challenges to deliver strategic **e-commerce solutions** across **Internet and Intranet platforms**.
- Played an active role throughout the **software development lifecycle (SDLC)** — from **initiation and requirements gathering** to **configuration, testing, and implementation**.
- Participated in **Domain-Driven Design (DDD) workshops**, contributing to collaborative architectural planning and system design refinement.

- Gained hands-on experience with a suite of **digital payment solutions**, including **Zelle**, **Mobile Remote Deposit Capture (MRDC)**, **Direct Pay**, and **Transfers & Payments** across **credit card accounts, DDA, ACH, SHAW deferral, retirement, and student loan accounts**.
- Authored accessibility-compliant requirements for **ADA customers** across mobile, desktop, and tablet platforms.
- Supported the **Zelle transformation project**, contributing to the migration from a **monolithic architecture to microservices,** and designed API-driven workflows that integrated with **Wells Fargo's mainframe systems**.
- Led the creation of detailed **business requirements and specification documents**, facilitating walkthrough sessions with development, **QA UAT** , service, and business teams to ensure alignment and clarity.
- Coordinated with the **DXD design team** to review and finalize **UI mockups** and content messaging across digital interfaces.
- Created business/product/third party vendor specification documents for API integrations and implementation

Client : Genesys   **Aug 2017 – Oct 2018**
Location : Daly City CA
Role : Business system Analyst – Contact Center (CCAS,IVA & CRM Solutions)
Responsibilities :

- Generated and analyzed key performance metrics, including **defect reports by application**, **system usage trends**, **task estimation accuracy**, and **time tracking**, delivering insights to **project managers** for improved resource planning.
- Created and monitored **product KPIs and performance metrics** to assess product capability, identify gaps, and support data-driven enhancements.
- Collaborated with business stakeholders, product teams, and technical SMEs to gain deep knowledge of **enterprise applications**, **relational databases**, and **business processes**.
- Authored **Product Requirement Documents (PRDs)** and supported **feature prioritization** in alignment with product roadmaps and business goals.
- Partnered with **Salesforce consultants** to gather technical requirements, provide client-facing support, and act as a key liaison for resolving user issues.
- Collaborated with **BI developers to design and test CRM dashboards and reports**.
- Provide insights on **CRM trends** (e.g., lead conversion, sales pipeline, customer churn)
- Collected and documented detailed requirements related to **call routing, call treatment, IVR design, reporting, WFM**, and operational oversight within the **Genesys ecosystem**—including **PureConnect, PureCloud, Genesys Cloud, and PureEngage**.
- Led efforts to optimize IVR systems by updating **call flows, phrases/vocabulary, and transfer points**, enhancing customer experience and operational efficiency.
- Facilitated and led workshops to define and validate **contact center business capabilities**, processes, and requirements, ensuring alignment between **business stakeholders and IT teams** during solution design and delivery phases.
- Created business/product/third party vendor specification documents for API integrations and implementation

Client : Walt Disney,   **May 2016 to July 2017**
Location : Orlando FL
Role : Business System Analyst – Salesforce & Data Integration Projects
Responsibilities :
- Participated in **daily Scrum meetings**, providing task updates and collaborating with the development team to ensure alignment on sprint goals.
- Created and assigned **user stories as JIRA tickets**, gathering requirements from business and product owners working on **Salesforce.com UI**.
- Decomposed user stories into **detailed data mapping documents** to support system integration and ETL development.
- Collaborated with the **Project Manager** on **resource planning, budget forecasting**, and project scheduling.

- Conducted **gap analysis** to identify discrepancies between **current (as-is)** and **target (to-be)** systems, facilitating solution design and transformation planning.
- Elicited requirements through **surveys, questionnaires, and Joint Application Development (JAD) sessions**, ensuring stakeholder needs were accurately captured.
- Authored comprehensive documentation including **Business Requirements Documents (BRDs)**, **Functional Requirement Documents (FRDs)**, and **Use Cases** for SMEs and developers.
- Designed **source-to-target mapping (STTM)** documents to guide ETL developers in data migration and transformation tasks.
- Maintained the **product and sprint backlogs**, ensuring that user stories were complete, refined, and ready for development. Delivered **supporting documentation** to assist the product owner in prioritization.
- Created business/product/third party vendor specification documents for API integrations and implementation

Client : EBAY   **Mar 2015 – Mar 2016**
Salt Lake City, UT
Role : Business Systems Analyst – Global Self-Service & Reporting Projects
Responsibilities :

- Proven ability to perform effectively in **fast-paced, Agile environments**, adapting to continuously evolving business needs while balancing delivery timelines and stakeholder expectations.
- Identified **technical limitations and product requirement gaps**, ensuring alignment between business objectives and system capabilities.
- Conducted in-depth analysis of **customer-reported issues**, assessed criticality, and served as the primary liaison between **Customer Support Operations** and **Engineering teams** to drive strategic resolutions.
- Gathered and documented requirements across global teams in **UK, Shanghai, San Francisco, Australia, and Germany**, supporting the enhancement of **eBay's Self-Service platform**.
- Facilitated **requirements-gathering and design workshops**, translating complex business needs into actionable product and technical requirements.
- Conducted surveys and questionnaires to elicit insights directly from **international customers**, ensuring solutions addressed region-specific needs.
- Authored comprehensive **Product Requirement Documents (PRDs)** with clear, detailed specifications for both simple and complex product features.
- Delivered critical project documentation including **Project Plans**, **Statements of Work (SOW)**, **ETL Source-to-Target Mapping (STM)**, **Front-End BI Mapping**, and **Test Plans**.
- Developed STM documents using **word cloud analysis** and **ad hoc reporting** to support analytics and reporting strategies.
- Designed and visualized **business workflows** using **MS Visio**, outlining inputs, outputs, preconditions, and postconditions.
- Coordinated with IT and development teams to ensure that **technical specifications and final deliverables** met defined business and functional requirements.
- Created business/product/third party vendor specification documents for API integrations and implementation.

K.I.E.T AI Institute   **March 2011- March 2015**
India
Role: Professor in AI related subjects
Responsibilities:

- **Course Design and Delivery**:
  - Developed and taught undergraduate and graduate courses in AI (e.g., machine learning, deep learning, NLP, computer vision, etc.).
  - Designed curriculum that stays current with the latest trends and technologies in AI.

- **Student Mentorship**:
  - Advised and mentored undergraduate, master's, and PhD students.
  - Supervised student projects, theses, and dissertations in AI-related topics.
- **Assessment and Evaluation**:
  - Prepare exams, assignments, and grading rubrics.
  - Provide timely and constructive feedback to students.
  - **Conduct Original Research:** Lead cutting-edge research in AI domains such as machine learning, reinforcement learning, explainable AI, robotics & AI ethics

Academic and Departmental Service

- **Committee Participation**:
  - Serve on departmental, school, or university committees (e.g., curriculum development, hiring panels, ethics boards).
- **Program Development**:
  - Contributed to the design of AI degree programs or specializations.
  - Participated in accreditation and quality assurance processes.
  - Participated in **financial aid services**.
- **Outreach and Public Engagement**:
  - Participate in AI outreach to schools, community groups, and media.
  - Organize seminars, workshops, and speaker series.

Industry and Interdisciplinary Collaboration

- **Industry Partnerships**:
  - Collaborate with tech companies, startups, and research labs on applied AI projects.
  - Participate in joint R&D initiatives or advisory roles.
- **Interdisciplinary Research**:
  - Work with faculty from other disciplines (e.g., medicine, Dentistry, economics, psychology) to apply AI in varied contexts.