Madhuri Vallam  

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**Summary of skills and Experience:**

* 8+ years of experience as Scrum Master, CRM Business Analyst including knowledge in business requirement analysis, modeling and development of web based and client/server applications.
* Strong understanding in complete life cycle experience in Scrum, Agile, SDLC methodology and project life cycle.
* Conversant with creation and management of agile reporting artifacts like release/ product burn down charts, sprint burn down charts, velocity, cumulative flow diagram and throughput for each Sprint/Kanban cycle.
* **Excellent in taking requirements according to the stakeholders and modify the Plug-in’s in Salesforce according to the requirements with the help of development team.**
* Knowledge of Data Warehousing architecture, implementation approaches, schemas, and dimensional modeling.
* **Excellent knowledge in creating reports according to the stakeholders requirements in Salesforce.**
* Expert level skills in strategic and tactical project planning, budgeting, building cross functional teams and successfully delivering projects with tight deadlines.
* Proficient in using Agile Scrum methodologies, performed roles of scrum master following Sprint/standup sessions and used Microsoft Suite extensively to write user stories, analyzed the Iteration Burn Down charts and reviewed defects.
* Expert at driving the adoption and enforcement of Scrum rules, removing impediments and fostering self-organizing.
* Hands on experience of writing and prioritizing User Stories in Backlog.
* Experience in facilitating scrum ceremonies (grooming, sprint planning, retrospectives, daily stand-ups, etc.).
* Experienced in coaching the scrum team on how to successfully complete sizing stories and tasking stories as part of Iteration Planning.
* Extensively used Rally for maintaining User Story Hierarchy, Backlog Grooming, Updating Tasks, Connecting Rally with JIRA and Quality Centre, Planning Iterations and Releases.
* Expertise in Story mapping practices and illustration of the vision of the project.
* Expertise in Sprint planning sessions with scrum team and product owners.
* Expert in using various techniques to refine the product backlog with Business value and Effort estimates by facilitating product refinement meetings.
* Experience in conducting Joint Application Development (JAD) sessions and White Board Sessions with end-users, Subject Matter Expert (SMEs) team, Architects and design group development and QA team for project meetings, walkthroughs and customer interviews commensurate with excellent communication skills.
* Ensured engineering practices like TDD (Test Driven Development), Crucible code reviews, Continuous Integration and Pair Programming.
* Experienced in full life cycle software development (SDLC) and knowledge of several agile frameworks like Scrum, XP, Pair programming, TDD, ATDD and Kanban, Agile Framework: Scrum, XP, Kanban, and TDD.
* Experience in developing Test Cases to meet the system objectives Unit Test Plans (UTP), System and Integration Test Plans (SITP), GUI and User Acceptance Testing (UAT).
* Experience in Project Planning and Project Management tools like MS-Project, JIRA for status planning and reporting. Strong analytical, problem-solving and communication skills, with emphasis on clear, detailed Business Requirements and Functional Specifications.

**Scrum Master/CRM Functional Analyst**

**NOVA Southeastern University, Davie, FL Feb 2018 to Present**

Ellucian Recruit, it’s a customized version of Dynamics and the project is all about changing the functionality part of the tool by contacting with the Users and teams and migrating the Tool from Recruit 3.9 to 4.9.

**Responsibilities:**

* Collaborates with other IT professionals to configure Microsoft Dynamics CRM solutions.
* Configures third-party integrations, such as email and texting platforms.
* Participates in the delivery of changes within an agile development environment in collaboration with business analysts, developers and users.
* Configures the system to meet the business needs of the university.
* Assists with the integration with existing systems and services into the CRM architecture.
* Assists with deployment and provisioning activities.
* Creates and edits all CRM communication plans.
* Provides technical support services to internal clients.
* Manages and progresses client support tickets.
* **Integration CRM with Salesforce which helps in sending Communication emails to the users according to the communication plans provided.**
* **Creating Salesforce Dashboards and providing Users and teams permissions according to their levels.**
* Documents problems and solutions for each case.
* Communicates the status of issues to clients and to the CRM team.
* Identifies high priority customer issues and escalates to appropriate team members, including management.
* Works with customers and other team members to investigate, test and develop solutions and workarounds to resolve client issues/requests.
* Meeting the super Users and making out of box workflows and system analysis.
* Reviewed user Stories and Acceptance Criteria with the team
* Designed Templates for Product Backlogs, User Stories and participated in User Testing.
* Created the UAT document and conducted the UAT testing and Smoke Testing for the Release.
* Worked with Scrum QA team to go over the various test scenarios for different types XML Elements.
* Worked with the reporting team for requirement gathering and analysis and testing.

**Scrum Master/CRM Functional Analyst  
State Farm-Bloomington, IL March 2016 to Present**

Health Information Exchange - HL7 Info button Web Services: An Info button is a point-of-care information retrieval application that automatically generates and sends queries to electronic health information resources (e-resources) using patient data extracted from the electronic medical record and context information that is captured from the interaction between a clinical user and a clinical information system (e.g., user characteristics, patient demographics, task being performed by the user). Info button – Web services was implemented to receive and respond to the Physician-Print Service requests and the Patient Portal Service requests using the HL7 Info button standards.

**Responsibilities:**

* Gathered requirements through a series of interview sessions and group meetings with the identified users and developers to design, build and release the Public facing Website.
* Conducted Joint Application Development (JAD) sessions with stakeholders throughout the Project to resolve open issues.
* Performed HL7 standards analysis and documented the enhancements to meet the end state requirements.
* Working with Business Analysts to understand requirement/ feature and convert them into functional & technical requirements & document.
* Also involved in various business meetings including customer, internal stakeholders or developers to fill the gaps and provide solutions.
* Was working as solution designer & a crm consultant to discuss requirements with customer's BA and check feasibility of requirement and propose a solution.
* Was responsible to all the designing and solutions to be provided in the system in order to achieve customer's business requirements.
* Was doing documentations for functional & technical solutions to create FSD & TSD so that developers can use these documents in actual development.
* Responsible to create status reports for completed or provided solutions for the whole development phase
* Produced Visuals for the application using Azure tool and created Use Cases, State diagrams, Sequence Diagrams and Activity Diagrams.
* Developed EPIC's from the Themes and Documented the Product Backlog for the release.
* Presented and Detailed Product Backlog Items to the Scrum Team in the Sprint Planning Sessions and assisted them in arriving at the Story Points for the User Stories.
* Reviewed user Stories and Acceptance Criteria with the team
* Assisted the Scrum Master in Creating and Managing the Release Planning Documents in the Version One and Share Point Repository.
* Assisted Scrum master in Developing the Task Sheet and Burn down Charts using the JIRA tracking tool.
* Facilitated Demos of the software output of each Sprint and assisted Business in making Decisions on the release during the Sprint Review Meetings.
* Conducted requirements Churns between Sprints to update the product backlog.
* Conducted Analytics and Assessments to derive the Team Velocity based on the various Sprint Outputs.
* Worked with dependent teams to resolve issues and gathered the necessary data.
* Designed HL7 mapping and UI document for the Website.
* Worked with dependent teams to resolve issues and gathered the necessary data.
* Enabled improvements in team delivery, commitments and capacity planning for sprints by identifying & tracking hidden tasks that increased customer satisfaction.
* Created UI mock ups and PoC's for the Public facing user interface and the adverse event Reporting form.
* Worked with the product owner in managing the insight and opinions of multiple stakeholders and helped to ensure all stakeholders agreed with the current scope and roadmap of the product.
* Extensively analyzed XML's and documented business rules and Validations for XML documents.
* Worked closely with the Scrum Dev architects and Content Engineers for Design and Development of Info button Webservices.
* Worked with Scrum QA team to go over the various test scenarios for different types XML Elements and Data Fields in the Webservices.
* Created the UAT document and conducted the UAT testing and Smoke Testing for the Release.

**Sr. Scrum Master /CRM Analyst  
DaVita, Nashville, TN June 2014 to March 2016**

Oversight of Development Scrum Teams, ensuring developer resources, backlog and user story management, burn down charts and presiding over sprint ceremonies (Sprint Planning, Sprint Demo and   
Sprint Retrospective).

**Responsibilities:**

* Supported the AVP of Data Sciences at Enterprise Information Technology Services in Various Data Initiatives for the Corporation.
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* Participated in the design, development and analysis of data architecture and data warehousing approaches.
* Upgrading the .NET Web Services to latest WCF Web services to integrate with SAP 6.0 ECC system.
* Developing the earlier Custom ASP.NET application to Silverlight/HTML 4.
* Upgrading the plugins and custom workflow libraries code to use the Microsoft Dynamics CRM SDK libraries, Messages etc.
* Upgrading the JavaScript, form design etc. to Microsoft Dynamics CRM 2011 format.
* Migration of Data from Microsoft Dynamics CRM 4.0 to Microsoft Dynamics CRM 2011.
* Developed 2 web services to communicate with the SAP system in WCF.
* Upgraded the plugins code written on Account, Opportunity, Contact, Order and Quote creation to Microsoft Dynamics CRM 2011 format.
* Upgraded the JavaScript code written on Account, Opportunity, Products, Order form to use the Latest Xrm. Page DOM of Microsoft Dynamics CRM 2011.
* Reconfigured the Auditing of System and entities in Microsoft Dynamics CRM.
* Redesigned the Account, Opportunity, Product and Order form in line with Microsoft Dynamics CRM 2011 form design.
* Contributed to various IT Strategy sessions for various Data initiatives and Project Management.
* Coached product owners in definition of business cases for intake and budgeting process.
* Mentored teams in daily scrum activities through release delivery.
* Assisted team is adhering to the core agile principles of collaboration, task prioritization, team accountability and visibility
* Facilitated requirement gathering and brain storming sessions with Clinical Staff at Various HHC Facilities.
* Facilitating scrum ceremonies and managing Kanban boards as Scrum master/Kanban coach for 5-6 teams.
* Provided AS-IS and TO-BE process analyses, Gap analyses, Business Process modeling and decomposition;
* Designed Templates for Product Backlogs, User Stories and Clinical Validation Testing.
* Lead Agile Planning Sessions and assumed the Product Owner role for the agile initiative.
* Developed the Epics and Themes for the EPIC Data Conversion Project.
* Trained and guided one of the waterfall team to transition into the Kanban model. Facilitated and helped to define the exit criteria.
* Devised and prioritized the Product Backlog by conducting requirement churning sessions with various Business / Product Teams.
* Used Agile - Scrum methodology and worked in short SPRINTS to achieve goals.
* Mentored group of 4 Scrum Analysts and delegated tasks for individuals for analysis and user story development.
* Mentored various teams on Scrum methodology and helped the company transformation in to an Agile Development Organization.
* Participated in Scrums & Scrum of Scrums and discussed the open issues and statues.
* Created metrics like burn down, velocity to track delivery of committed work
* Created and explained the User Stories to the Scrum Team and helped them design the Tasks.
* Designed acceptance criteria for validating the output of each Sprint.
* Reviewed Team Velocity on a frequent basis and advised Scrum Master at various stages.
* Participated in Sprint Planning and Sprint review meetings for Finalizing the Sprint Backlogs and Verifying the sprint outputs respectively
* Created Reference Data Sets like Clinical, Financial, HR, Procurement etc. and uploaded to the RDM Tool
* Worked in close collaboration with Clinical SME's and Data Modelers and MDM Architects to devise RDM solutions.
* Managed Product Backlog with the help of Product owner and Scrum development team by employing JIRA to generate reports to analyze the performance of the application.
* Tracked defects using JIRA and assisted QA teams to resolve defects.
* Performed Unit Testing, User Acceptance Testing and Regression Testing with Test Lead.
* Worked with EPIC Clinical BA's and Product Managers for Integration of Data Archive Application with EPIC EMR.

**Environment:** HPQC, Google Analytics, JIRA, MS Office Suite (Excel, Word, Power point, Access), C#, ASP, .NET, Share point, MS Visio

**BA/Scrum master /CRM Analyst  
General Motors - OnStar - Atlanta, GA February 2013 to May 2014**

Project 1: OnStar Remote Link Project OnStar Corporation is a subsidiary of General Motors that provides subscription-based communications, in-vehicle security, hands-free calling, turn-by-turn navigation, and remote diagnostics systems throughout the United States, Canada, China and Mexico. The Project involved design and development of OnStar Enhancement requests for the OnStar Website. Project 2: OnStar Remote Link App the Project involved design and development of OnStar Remote Link App for IOS, Android, Blackberry and Windows Devices.

**Responsibilities:**

* Worked with the Product Owner to lay out the Product Backlog and Scrum Ceremonies
* Assisted Product Owner in putting the Scrum Team Together for the initiative.
* Conducted the Sprint Planning Meetings and Daily Scrums to ensure Progress of the Project.
* Mentored various teams on SCRUM methodology and helped the company transformation in to an Agile Development model
* Got a chance to guide and mentor the team with the importance of iterative development
* Collaborated with Scrum team to ensure smooth development and testing cycles for the tasks.
* Facilitated discussions between Business and PO; PO and Scrum Team for smooth transition of knowledge and requirements.
* Involved in implementing Microsoft Dynamic CRM 2011(Configuration/Customization).
* Gather business requirements and performed gap analysis. Prepared effort estimation based on the customization of new CRM system.
* Prepared requirement, design documents and high level project plan.
* Designed E-R model for sales, marketing and support services.
* Involved in data migration/synchronization of existing system data into MS Dynamics CRM 2011.
* Designed Sales Module comprising several libraries, workflows and other CRM customization.
* Involved in integrating CRM with SharePoint for document and record management.
* Created several client-side extensions using JavaScript, CSS and HTML.
* Involved in Custom Dashboards and SSRS Reports varying degree of complexity.
* Involved in customizing workflow which provides the case handling functionality.
* Involved in WCF Services (SOAP) design and deployment for integrating web application/card contact center with CRM.
* Modified the Microsoft Dynamics CRM menu navigation other sitemap navigation changes.
* Involved in unit testing and Bug Fixing of the whole system.
* Involved in deployment from development environment to testing and production environment.
* Developed the Task Sheet and Burn down Charts using the JIRA tracking.
* Participated in Web Content Management Sessions with Content Engineers and Clarified Requirements
* Assisted the Scrum Team in Devising the Tasks for Web Development and App Development
* Facilitated Demos of the software output of each Sprint and assisted Business in making Decisions on the release during the Sprint Review Meetings.
* Facilitated Requirements Churns meetings between Sprints to update the product backlog.

**Scrum Master /CRM BA  
Green Tree - Saint Paul, MN June 2011 to December 2012**

Partnered with application development, QA and Business teams in planning, estimations and scheduling.

**Responsibilities:**

* Participate in requirements gathering, Story time, technical discussions and user stories grooming.
* Evangelized the benefits of Scrum and Kanban to ensure its smooth adoption.
* Assisted Product Owner in writing user stories, and creating backlogs
* Conducting Release planning meetings, sprint meetings, scrum meetings, Demo sessions and Retrospective.
* Conducting daily scrum meetings.
* Created new JIRA Kanban board layout to use for new development.
* Designed JIRA workflows to map to Kanban board layout and implemented setup in JIRA.
* Wrote User Stories for custom implementation of products for deployment to customers.
* Worked with customers and team to develop requirements documents, UI/Text Mockups and create flowcharts for deployment projects.
* Worked closely with teams to maintain a consistent burn down and maximize the team velocity per sprint.
* Conducted Scrum meetings and updated Burn down chart with the progress of each SPRINT.
* Working with business teams on maintaining the product backlog and sprint backlog user stories.
* Represented as scrum master in Change Board Meeting (GO/NO GO meeting) to migrate the fully tested code into Production.
* Mentored team members about business priority Requirements and planning releases.
* Conducting sprint planning meetings.
* Conducting retrospective meetings and identifying opportunities in scope of development.
* Develop and maintain relationships with all project team members, third party service partners, and business users.
* Identified solutions and resolve variance from product/application specifications.
* Worked with project stakeholders like DEV, QA, BA on creating the daily and weekly status reports and sharing to all stakeholders.
* worked QA team on functional, regression, and automated testing
* Provided support to the business team in User Acceptance Testing (UAT) phase of the project.
* Advise stakeholders about the quality of project and raise outstanding issues through established channels.
* Participated in knowledge transfer within the team and with business units.

**Business Analyst /CRM Analyst  
PDR Networks, NJ November 2009 to March 2011**

BUSINESS PROCESS REENGINEERING (BPR) BPR involves reengineering of the content workflow across various business processes and teams and development of a comprehensive Workflow Management System supported by Content Management System. The project also involved redefining various Business processes to suite the New Systems under development.

**Responsibilities:**

* Created Process Flow Document and designed high and low-level Process / Activity Diagrams using MS Visio.
* Analysis of their current CRM implementation and business practices.
* Worked with Project Management to provide status to the customer.
* Development oversight and standards provided for the project.
* Reviewed design documents detailing behaviors and requirements.
* Actively participated in Development, Testing and Deployment Planning meetings.
* Extensively worked on CRM Plug-in & Custom Workflow activities development.
* Worked with setting up QA, Training CRM environments.
* Developed strategic training materials and deliver administration, managing, and end user training on how to get the most out of their CRM implementation.
* Performed Workflow analysis and task Analysis for various operational teams in the company.
* Performed GAP analysis and Impact Analysis involving the current state and proposed state.
* Worked Closely with Application Architects and Business teams to converge on requirements for the New Workflow Management System and Content Management System.
* Assisted Business Analysts in development of the FRD and other relevant Documentation.
* Identified the key business processes to model by analyzing the requirements and modeling using MS Visio
* Worked in a team to develop use cases for their newly added application layout. I understood all the business processes related to newly added layout and designed use cases that helped Application developers to build application.
* Prepared logical Data Models that contain set of diagrams and supporting documents containing the essential business elements, detailed definitions, and descriptions of the relationships between the actors to analyze and document business data requirements.
* Participated in various sessions with Business to understand the business rules and to come up with naming conventions to standardize the data.
* Played a key role in the user acceptance testing (UAT), and implementation of system.

**Scrum Master/Business Analyst   
IFMA- Bangalore, India October 2008 to July 2009**

Defining the project vision and objectives through internal project management methodologies.

**Responsibilities:**

* Identifying requirements for infrastructure projects in support of security, data solutions, and telecommunications.
* Analyzing requirements to convey data integrity, interoperability, performance, reliability, security access control, usability, efficiency, and recoverability
* Comprehending technical programs and data and transfer into an easy to use format for both technical and non-technical users.
* Establishing effective communication for the department with consistency across development and business management.
* Presentations, recommendations and updates provided regularly to the Director office
* Business case development, including identification of Work Breakdown Structures and cost estimations to justify project
* Incorporated JIRA and Rally to manage the Kanban user stories through to completion.
* Incorporating the agile methodology and Scrum techniques to manage requirements and enhance the evolving RPM (Ratings Process Manager) application. Facilitated Scrum planning meetings to coordinate between Clients, Product Owner, Dev and QA teams
* Facilitating Daily scrum meetings, spring planning, spring review, and spring retrospective
* Working with Product Owner on Artifacts Such as Product Backlog, Spring Backlog, Sprint Burn down, Release Burn down
* Shadow and assist some of the Product Owner activities by providing high level estimates, prioritizing stories for the sprint and maintaining backlogs and release plans. Manage the assignment of user stories to relevant BAs based on the feature and process expertise
* Capturing user story points, categorized into respective epics and maintained the requirement matrix
* Assigning stories, tasks to team members, monitoring scrum health and tracking stories, backlog, managing tasks, business requirements, daily stand up meeting, phase transition and system requirements in IBM RTC
* Ensuring data integrity and timely output of daily, weekly, and monthly scheduled jobs
* Creating Use Cases, Business Process Models, Context Diagrams, and Data Dictionaries
* Writing and delivering technical specification document and test cases for each planned Iteration
* Executing Test Cases and performing System Testing, Bug Reporting and Regression Testing for each Iteration.

**SKILLS used :**

JIRA (5 years), Kanban (7 years), Project Management. (5 years), Testing. (7 years), User Stories (7 years)

**TECHNICAL SKILLS:**

**SDLC Methodologies:** Waterfall, Agile, Agile-Scrum, Agile Tool Rally, Kanban Board

**Business Skills**: UML, Gap Analysis, SWOT Analysis, BRD, FRD, RFP, RTM, User Stories, Prototyping, JAD sessions requirement gathering.

**Project Management:** Microsoft Project, Microsoft Office, Rally, JIRA, Version One

**Front End Tools:** JIRA, MS Project, SharePoint, MS Office

**Modeling Tools:** MS Visio, Wireframes, Mock-Up Screen Databases My SQL, SQL Server, Microsoft Access Data Warehousing Data Modeling, ETL Mapping, Data Marts, Informatica, Data Mining, Slicing/Dicing, Drill up/Drill down, Pivot.

**Operating Systems:** Windows XP/Vista/7/10, MAC, Linux Languages PL/SQL, HTML5, JavaScript, Java, XML Design .  
  
**Tools:** Adobe Photoshop, Adobe Illustrator, MS Visio Testing Tools HPQC, HPALM

**Education:** Bachelor of Computer Science at SRM University Chennai

Masters of Computer Science at University of Houston Clear-lake