**Summary**

* Consultant with a successful history in the development and execution of best of the breed Marketing ,Sales, Customer Relationship Management, Predictive Analytics and Social Media Programs across multiple industries and clients.
* Expert in product feature evaluations and comparison techniques (CRM Solutions, Content Management Solutions), Program Planning, Project alignment with program delivery, Statements of Work (SOW) and other solution planning and delivery activities.

*Leadership*

* Responsible for strategic planning, product lifecycle management and tactical solution execution of key corporate initiatives such as Software Customization, Data warehouse – end user reporting, Quality Control & Improvement CMS, KMS, and CRM Implementation/Enhancements
* Responsible for project management activities for multi-million dollar engagements
* Driver of excellence through continuously seeking ways to improve operational efficiency, achieve business results, and strengthen key stakeholder relations

*Management and Systems Methodologies*

* Software Development/Implementation Lifecycle: Agile (SCRUM), Iterative, and Waterfall
* Six Sigma – Process Improvement
* Accenture Delivery Methods
* Sarbanes-Oxley (SOX) IT General Control – Compliance

*Requirements Gathering, Documentation, & Results Messaging*

* Expert in eliciting requirements, analyzing business processes, and ensuring project deliverables are reviewed for completeness and quality, and compliance with established project standards
* Author of numerous presentation decks created for top-level management to communicate findings and status

**Specialties**

♦ Project Scope/Planning Foundations ♦ Global Integration Planning ♦ Product lifecycle Management ♦Product Management ♦ Collaborative Management ♦ Virtual Project Teams ♦ Consultative Problem Solving ♦ Cross-Functional Team Coach ♦ Process Design/Redesign ♦ Strategic Planning ♦ Risk & Change Management ♦ IS & IT Infrastructure Build-out ♦ Data Center Move/Consolidation & Infrastructure Optimization ♦ Web Development ♦ Mass User Migrations ♦ Network Management & Ops ♦ User Acceptance Testing (UAT) ♦ Scripted Application Packaging

**Professional Experience**

**CNH August 2013 till Present**

Consultant

My responsibilities included:

* Responsible for insourcing break down assistance call center from outside vendor. Managed and implemented the solution to ensure 20% reduction in CHT and 200k savings YOY in operational cost.
* Implemented best service and quality survey automation solution in MS dynamics.
* Scoped and designed lead management process across brands to deliver high level requirements, project plan and business case for multiyear implementation (starting in 2015)
* Defined CRM governance body rules to effectively manage global rollouts and shared initiatives.

**Hallmark Services Corporation/BCBSIL March 2012 till July 2013**

Business Analyst Consultant/Project Manager

Hallmark Services Corporation (BCBSIL) delivers high quality and innovative individual health insurance administration embarked the redesign efforts of the technology platform to meet with the healthcare reform act. I worked as Sr. business analyst with business leads, product owners and directors to define the Vantage System Stabilization, NGEN program.

My responsibilities included:

* Responsible for leading product development and implementation projects utilizing process excellence. Designed new product concepts.
* Participated in formulating and executing strategies.
* Responsible for understanding business priorities and objective’s to define product roadmap and key functionality designs.
* Responsible for project plan, resource assignment and status reporting for project management activities.
* Documenting new business requirements for financial stabilization projects with the creation of business requirement documents and functional requirement documents. In addition, transitioning business requirements to offshore development teams while managing needed changes, updates, and scope creep.
* Responsible for defining automation and segregation of duties user stories.
* Responsible for supporting Medicare supplemental products/riders for over 65 lob rating implications and rate plans.
* Responsible for satisfying the Audit LOB concerns through automation and operational control implementations. Defined user stories to deliver automation enhancements to the product and reporting controls.
* Responsible for self service and mobile features of the newly designed product platform (for Under 65 LOB) .
* Responsible for ensuring that the team is adhering to the established agile principles and practices.

**United Stationers Inc. July 2011 till March 2012**

Product Manager

As a Product Manager at United Stationers Inc. – largest wholesale distributor of business products in North America, Leading new product development projects for campaign automation and b2b dealer portal.

My responsibilities included:

* Designed preliminary product improvements. Directed the complete product development cycle of one lob (AZERTY) , increasing the ability to launch campaigns by 100 % , increased campaign adoption and response through comprehensive analytics driven approach to tweak the campaigns.
* Lead engineer through the product development cycle of prototype development to define the campaign management strategy for the b2b sales channel serving major national dealers.
* Meeting with business owners to determine business needs and functionalities desired for new campaign management application. Responsible for translating future vision of campaign management master story list.
* Managing project scope, work breakdown structures, schedules, and resources assignments to meet project deliverables including directing cross-functional and business-specific project teams in completing deliverables.
* Responsible for data mart health initiative. Conducted analysis and proposed a 3 year strategy for ensuring the data health though system and process changes.
* Responsible for defining workflow and content management integration user stories.

**SXC Health Care Solutions Jan 2010 till June 2011**

Product Manager

As a product manager consulting at SXC Healthcare Solutions– a leading pharmacy benefit Management Company, I was engaged with the CIO team and VP Customer Care to define the next generation call center product to support company’s exponential growth while maintaining excellent quality standards through innovative solutions.

My responsibilities included:

* Responsible for working with executive leadership to translate the future vision and growth in a next generation Call Center product.
* Responsible for defining the product vision and strategy breakdown over multiple years with specific value adds ties with each phase.
* Responsible for stake holder’s expectation management.
* Responsible for Sales force.com project alignment user stories with existing implementation.
* Responsibilities included, product scoping, user stories creation, workflows features, role based access features definition for the new call center product.
* Responsible for business case development (scoping, effort estimation, budgeting and ROI).
* Responsible for vendor product evaluation and ROI Analysisof ECMand Call Center solutionvendors.

**Kendle International Feb 2009 till Dec 2009**

Sr. Business Analyst / Project Manager

Kendle International, a leading clinical research organization envisioned the migration of proposal management system from excel based system to “Global Pricing System (GPM)” (Compass, Siebel Life sciences

My responsibilities included:

* Lead the end to end process impact review and requirement gathering sessions by engaging with stake holders from different departments like Finance, Operations and Sales.
* Responsible for project work plan, offshore team coordination, risk management, issue management and project status reporting for PMO.
* Responsible for defining proposal generation system user stories.
* Responsible for business value evaluation exercise after every sprint and added/removed stories from backlog as necessary.
* Involved in the training sessions for regional key users on maximizing value from the application and reports.

**Accenture**

**DMV Modernization Oct 2008 till Feb 2009**

Product Manager

The project is combined development effort of Accenture and Oracle to enhance Driver Motor Vehicle Services.

My responsibilities included:

* Responsible for defining the product strategy and lifecycle definition for predictive analytics and crm solution to drive the upsell and cross sell functionalities.
* Responsible for scope definition, work assignment, tracking, issues management, development and testing activities.
* Accountable for all aspects of system connected projects, business analysis, scopes, system analysis and designs and project management activities.

**Verizon Sep 2008 till Oct 2008**

Sr. Business Analyst Consultant

Verizon aimed at developing Guided Selling Gadget, in order to enable Verizon Small and Medium Business Portal to enhance offer optimization through the utilization of business rules and product recommendation capabilities of the Guided Selling Gadget for sales and campaign improvements.

My responsibilities included:

* Documented the business requirement gathering and documentation for the marketing campaign and sales project.
* Developed all the test cases for system and integration testing of the new combined solution.

**Tata Motors May 2008 till Sept 2008**

Sr. Business Analyst Consultant

The implementation is aimed at replacing a homegrown contact center application to increase efficiency and productivity for the 1,200 customer service representatives in the new call center application (Siebel) which will interface with more than 60 existing systems to provide a comprehensive view of customers.

My responsibilities included:

* Involved in Design Reviews, business process reengineering and the documentation of functional requirements.
* Gathered requirements for SharePoint solution to access documentation for call center agents.
* Conducted several Requirement Gathering Sessions for gaining detailed requirements and finalizing Business Requirement Document (BRD).

**Wachovia Nov 2006 till May 2008**

Sr. Business Analyst Consultant/Project Manager

Wachovia wealth management LOB envisioned the implementation of wealth management and referral system implementation in packaged software (Siebel, Dynamics)

My responsibilities included:

* Lead in planning the CRM program for **wealth management** and influenced the tactical and strategic plans for implementing 360 degree view of customers by increasing the lens of the coverage of wealth clients and merged multiple CRM solutions as single CRM solution.
* Responsible for project work plans, resource allocation, issue and risk management activities.
* Involved in business process reengineering, including gathering and reviewing document requirements, documenting workflows and developing specification for the programmers.

**BCBSFL Oct 2005 till Nov 2006**

Business Analyst Consultant

Blue Cross Blue Shield of Florida implemented provider solution in packaged software (Siebel). This application is integrated with PeopleSoft system to update and search the provider records.

My responsibilities included:

* Responsible for business consultation services including requirement gathering, system designs and automation process analysis.
* Accountable for all aspects of system connected projects, business analysis, scopes, system analysis and designs and project management activities.
* Responsible for Siebel and PeopleSoft integration requirements.

**Infosys**

**Teva Neuro Sciences July 2005 till Sep 2005**

Business Analyst Consultant / Project Manager

This project is handheld implementation for Teva Neuro Sciences sales and marketing team to support sales and marketing line of businesses.

My responsibilities included:

* Responsible for requirement gathering sessions with business subject matter experts.
* Managed and executed project SFA implementation requirements and support through onshore and offshore teams.
* Implemented the comprehensive solution to support multiple processes which includes sample management to ensure the compliance adherence.
* Responsible for project management activities.

**Country Insurance May 2004 till June 2005**

Business Analyst Consultant / Project Manager

This project is to upgrade the existing Siebel6.2.1 Call Center application to 7.5.3 and add more functionality to better serve a growing client base. The project iterations can be described into two distinct phases:

My responsibilities included:

* Responsible for business consultation services including project management, requirement gathering, system designs and automation process analysis.
* Responsible for project status reporting and project plan activities.

**State of Tennessee Aug 2003 till Apr 2004**

Business Analyst Consultant

A Siebel solution to manage Claims using Siebel Financial Services and Siebel Call Center for Medicare claims. A Claim comes into the Call Center and is worked by Claims Adjusters.

My responsibilities included:

* Responsible for business consultation services including requirement gathering, system designs and automation process analysis.

**Country Insurance Sept 2002 till Jul 2003**

CRM Functional Consultant

A Siebel solution to manage Claims using Siebel Financial Services and Siebel Call Center. A Claim comes into the Call Center and is worked by Claims Adjusters.

My responsibilities included:

* Offered technical and business consultation services including system designs, workflow analysis, and automation process analysis.
* Involved in the design and development of an end-to-end Claims solution from a Claim coming into Siebel to a Payment going out to the Accounting information going out to the backend accounting system.

**XO Communications June 2001 till Sep 2002**

CRM Functional Consultant

XO Communications is a full service provider of communications solutions designed exclusively for businesses ranging from growing companies to big enterprises. It delivers product solutions to address the entire range of business telecommunications all backed by a continuous support. XO has implemented the above Siebel applications to improve their sales and service.

My responsibilities included:

* Involved in analysis, design, development and implementation of various Siebel applications.
* Provided support to user groups and support personnel to help with run time and performance issues.

**Education**

**University of the Punjab**

Master of Sciences – Management Information Systems