|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | |  |  |  |
|  | Senior Business Consultant with over 9 years of experience in implementing cross-functional solutions related to customer-facing Web and Mobile apps, Analytics, Search, Data Design & Systems Integration.  Responsible for product development of customer-facing Web and Mobile applications related Financial services, E-commerce, Payments for Fortune 50 companies in Insurance, Retail and Telecom domains.  I enjoy bridging the gap between technology and business teams to deliver new products, define product roadmaps, and align business and technology strategy. | | | **Supreet Sharma**  **Senior Business Consultant**  Toronto, Canada | |
|  | **Contact**  (647) 671 1217  supreet.sharma.16@gmail.com |
|  |  |
|  | **Skills** |
|  | Leadership  Product management  Design thinking  Product analysis & market fit  UX/UI - Customer Experience  Product life cycle  Sales funnel analysis  Business Process Modeling  Requirements Elicitation  Requirement Management  Use Case Management  Data Modeling & Design  Data Visualization  Data Analytics, Web Analytics A/B Testing, Tag Management  API Design  UAT (User Acceptance Testing)  BDD (Behavior Driven Dev)  QA and Test Design  Web Accessibility - AODA  SDLC, Waterfall  Agile - Scrum, Kanban, SAFe  DevOps  Change Management  **Domains**  P&C Insurance  Underwriting and Claims  Retail and E-commerce  Search and Personalization  **Technologies**  Pega, Guidewire, SAP Hybris  Google cloud  Google Analytics, Firebase  Tableau, SQL, Python  Zeplin, Invision, Balsamiq  Restful APIs, Postman, SoapUI  Jira, Confluence  MS Visio, Mega, LucidChart  IBM Tealeaf |
|  | **Experience** | | |  |
|  | **Product Owner**,EPAM, Toronto | | **1 year 1 month** |  |
|  | **Client: Canadian Tire, Rogers** June 2018 – present | | |  |
|  | Designing and leading the implementation of Analytics and Personalization capabilities that will improve the Digital sales channels (Web, Mobile) and customer service capabilities (Chat, Voice and Bots).   * Launched revamped Mobile app and personalized push notification engine, this resulted in 27% better conversions, 11% better ratings, and 17% uptick in promotions. * Own and manage product backlog for Design and Dev teams, organize it into epics. * Responsible for ensuring value is delivered in line with company’s digital strategy. * Facilitate ideation sessions, JAD meetings, mapping user journey, creating business architecture, and managing solution scope. * Created value proposition and go-to-market (GTM) plan. | | |  |
|  | **Lead Business Analyst**,Accenture, Chicago | | **3 years 7 months** |  |
|  | **Client: State Farm, Desjardins** Dec 2014 – Jun 2018 | | |  |
|  | Worked on the Product Management team, for Projects related to P&C underwriting, Online Insurance sales related to Agency model, Payments, and Digital Analytics.  Worked with Stakeholders - Underwriters, Actuaries and Product Managers to deliver a new Homeowners Insurance sales channel (created on top of Pega’s offering)   * Ensured delivery of multiple projects to be in line with overall product roadmap. * Solutioned and Architected a new Home Insurance sales channel by analyzing the existing products and market fit, technology stack and conducting GAP analysis. * Managed business rules suite for P&C Insurance underwriting and pricing. * Liaised with Legal for feasibility analysis and presented business case to sponsoring leadership for new product funding. * Drove project at all levels of product development life cycle, from understanding business objective, gathering high level requirements to create an architecture to bring product to fruition. * Created Solution Design, Epics, BDD - User Stories for new features, and created Analytics specifications for data pipelines to monitor and measure KPIs. * Interviewed and elicited requirements to build a Sales dashboard to automate reporting of daily sales, payments processed and leads generated to Insurance agents across US and Canada.   This system analyzed and visualized over 20M daily transactions into insights, Key Performance Indicators KPIs and Business Volume Metrics BVMs.  **Awarded Ace Award for top 5% among Accenture’s global delivery centers.** | | |  |
|  | **Senior Business Analyst** Accenture, Chicago | | **2 years 6 months** |  |
|  | **Client: State Farm** Jul 2012 – Dec 2014 | | |  |
|  | Improved sales funnel of 3 customer-facing web, Android and iOS applications selling financial products. This increased revenue as it resulted in ~45% higher conversion rates and ~7% increased YoY sales.   * Created requirements for integration with payment vendors (Chase, Stripe) to process new purchases and recurring payments (Credit Cards and ACH). Created UML diagrams, data mapping requirements, and defined use cases. * Created deliverables such as Business Case Development (BCD), Business Decision Document (BDD), Business Requirement Document (BRD), Business Flow Diagrams, Functional Requirement Document (FRD), Use Case, Stories. * Created a proof of concept for Insurance as an API in partnership with a landlord management Startup. * Conducted UAT and showcases for all major implementations. * Developed these user-focused product offerings in collaboration with Technical architects, UX designers, front and backend development team. * Used web analytics and A/B testing to optimize sales funnel and create uses cases for mobile native apps. * Elicited requirements from Actuaries and Underwriters to integrate third-party vendor products (Lexis Nexus, Verisk, and 360 Value) into State Farm’s applications. * As part of a new product, integrated multiple datasets related to creditworthiness, created UML diagrams and XML data mapping. Tested interfaces using SoapUI. * Liaised with risk compliance as a product owner to perform risk audits to be compliant with state and federal laws. * Partnered with marketing to identify strategic opportunities for new business leads and offer insurance for short term rentals. * Mentored Business Analysts on product design and project delivery best practices. | | |  |
|  | **Business Analyst** Accenture, India | **2 years 8 months** | |  |  |
|  | **Client: State Farm** Dec 2009 – July 2012 | | |  |  |
|  | As Scrum Master, I managed multiple Agile projects to make over 20 web applications compliant with web accessibility standards - ADA and AODA.   * Led Sprint Planning, daily Scrums, Testing, and Retrospectives. * Owned complete SDLC from ideation, story creation, development, test, implementation and support. * Created Requirement Traceability Matrix (RTM) to trace and validate that all requirements are met. * Partnered with Underwriters, Actuaries to understand workbench & rate set tools and create department’s QA design strategy.   **Awarded Zenith-Rising Star Award.** | | |  |  |
|  | **Education & Certifications** | | |  |  |
|  | **Digital Transformation & Design Thinking**, 2019 – University of Virginia  **Machine Learning**, 2018 – Stanford University  **Data Science and Analytics** in Context, 2016 – Columbia University  **B.E in Computer Science**, Aug 2005 - May 2009 – Punjab Technical University, GPA - 3.6  **Certified ScrumMaster®**  **CBAP®** Certified Business Analysis Professional – in progress  SCJP - Sun Certified Java Programmer | | |  |  |