ELOHO AWOFISAYO, M.S, CSPO

PRODUCT ANALYST PROFESSIONAL

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Solution-based software Product Analyst with business analysis and project management experience using Agile/Kanban Methodologies. Employ practical application of requirements elicitation and analysis, strategic planning and market research. Embrace engaging cross-cultural communication, leadership and team-building skills. Excellent track record in delivering digital products that bring connection, foster loyalty and improve overall customer experience. Aim to bring my experience, knowledge and expertise to a multi-national organization seeking a multi-functional professional to expand their product portfolio.

SKILLS

Product/Project Management | Agile/Kanban Methodologies | SCRUM | UI/UX | Business Analysis | SDLC | JIRA | CRM
Confluence | Salesforce | Healthcare | Team Leadership | GTM Strategy | Digital Marketing | Data Analysis | UAT| SaaS

PROFESSIONAL HISTORY

TABULA RASA HEALTHCARE , IRVINE, CA   August 2019 – May 2020
Product Manager
Worked with key business stakeholders and engineering teams to set and drive product strategy, elicit requirements, manage expectations and make trade-offs between features. Collaborated across internal teams to perform the full design solutions required for the deployment of core configuration, integrations and content migration. Actively participated in the ongoing improvement of PW's products and recommended repeatable processes, features enhancements and quality deliverables that improved performance and reduced costs.

❖ Led the successful concept-to-launch vaccinations product; enabling community pharmacies leverage over 70% of vaccination opportunities in real-time, resulting in a 10% increase in revenue per year.

❖ Provided project documentation to identify trends, track ROI metrics, support internal projects and ensure reachable measures of success in a startup/tech environment.

❖ Provided status updates during daily standups and communicated any changes to deadlines.

DISNEY PARKS & RESORTS DIGITAL, GLENDALE CA   February 2018 – June 2019
Product Analyst
Oversaw the consumer-facing digital Annual Passholder subscription product. Executed the strategic direction of via Web & Mobile App AP products. Proactively managed the overall prioritization of new features/defects. Gathered requirements, created documentation across various platforms to ensure consistency and ADA compliance within the organization. Communicated with management through presentations any impact to budget, schedule, and scope.

❖ Reduced feature backlog by 50% within 3months using JIRA by driving priority features forward and removing release roadblocks. Acted as SME for all of Disneyland and Disney World's AP programs.

❖ Ensured the execution of creative assets developed in support of a feature, such as the design, Sales Ops, content strategy and copywriting adhered to the business strategic vision.
Provided up-to-date BRDs with detailed user workflows using MS Visio. Recommended strategy to include workflow mapping in wireframes and mockups as a process improvement to drive effective design solutions

IBM, COSTA MESA, CA   January 2015 – December 2016
Watson Software Service Planner, Product Management
Developed, documented, and implemented worldwide support plans for IBM's Watson Explorer technical support teams. Delivered new product offerings in an agile environment. Served as SME on IBM Watson On-Prem Products & SaaS.

- Defined service delivery strategy based on Product Management Operation Model (PMOM) decision checkpoints: GTM readiness and End of Life for on-premise /Cloud offerings, leading to the successful launch of Watson Explorer v11.0.0. , V11.0.1, & v11.0.2.
- Led initiative to set up Orthogonal Problem Classification (OPC) reporting in COGNOS to identify product improvement gaps and monitor support performance on specific target components. Provided data-driven decisions, resulting in a 40% increase in product performance and optimization.
- Analyzed metrics for senior level management to determine total number of Problem Management Records (PMR) and Workload projections; hereby improving multiple support processes over a 3-month period.

KAISER PERMANENTE, DOWNEY, CA   November 2014 – January 2015
Business Systems Analyst
Provided business process improvement expertise to KP's Central Refill Pharmacy on the Work Volume Management (WVM) project. Supported and performed maintenance upgrades on pharmacy order refill automated systems.
- Led the successful installation of sensors for API Autopackers and worked directly with vendors to perform initial and final sensor QA testing; hereby preventing DFI system errors by 90%. Monitored work queues, alarm systems, and analyzed log files to ensure smooth production operations; reporting system defects and recommended scheduled maintenance hence increasing overall system productivity.

CHI FRANCISCAN HEALTH SYSTEM, TACOMA, WA   April 2013 – August 2014
Systems Analyst - Epic Credentialed Trainer
Interacted with key stakeholders, end users, and project team members to identify and resolve issues throughout project lifecycle. Collaborated with multiple departments to integrate clinical documentation requirements and policies.
- Gathered business requirements to implement Electronic Medical Record (EMR) systems across 4 hospitals, leading to successful launch of EPIC. Prepared user documentation and training materials for staff.
- Performed in-depth analysis of end user workflows, gathered metrics associated with deployment; hereby reducing system interface design errors by 30%.
- Provided over 2,000 one-on-one and group training support to end-users in Epic modules - Clinical Documentation, Pharmacy, Prelude/ADT, Cadence, Hospital Billing, Professional Billing and EpicCare Ambulatory, delivering outstanding competency level for hospital staff.

LOMA LINDA UNIVERSITY MEDICAL CENTER, LOMA LINDA, CA   September 2012 – February 2013
Systems Analyst - Epic Credentialed Trainer
Deployed EPIC's Electronic Medical Record (EMR) system across hospitals. Partnered with key stakeholders to identify requirements and resolve issues through design, build, testing, training, and implementation phases.
- Collaborated with the training director to provide training support to over 4K hospital staff while maintaining confidentiality and complying with Health Insurance Portability and Accountability Act (HIPAA).
- Facilitated user usability testing and responded to basic end-user questions during Go-Live Support, promoting hospital staff collaboration.

GE HEALTHCARE, SAN FRANCISCO, CA   August 2012 – August 2012
Business Analyst Lead
Analyzed competitive landscape in healthcare education market. Performed in-depth research analysis on customer behavior in healthcare education.
- Recommended award winning (**Winner of Hult Action Project**) 3-phase growth strategy solution to senior executives, including portfolio extension through university collaboration, minimizing client competition within healthcare education industry. Recommended initiative to collaborate with higher education institutions and educational training programs, gathering meaningful data to provide cutting-edge technology in medical care.

AMAZON ENERGY LIMITED, LAGOS, NIGERIA   June 2009 – July 2011

Business Development Analyst
Managed all details of day-to-day business performance, including benchmark research, strategic planning, and budget forecasting. Presented and interpreted quarterly reports to senior-level management. Conceptualized comprehensive software project plan for existing Enterprise Resource Planning (ERP) system, including business requirements, software specifications, and graphic search engine guidelines.

- ❖ Secured 3 engineering jobs valued at $1.25M in less than 1 year by capturing client information, communicating with management concerning new business ideas, negotiating deals and maintaining client relationships.
- ❖ Contributed to increasing successful contract bids, preparing and analyzing commercial and technical bids in accurate and targeted manner to assess need for recommended changes to business strategy.

ENI, MILAN, ITALY   May 2008 – September 2008
Software Tester
Software Tester on the engineering & design team for ENI's Exploration and Production Division – Snamprogetti. Performed FATs for the deployment of a software simulation system during the Ob/Ob DCS Upgrade project.

- ❖ Recorded daily reports on Factory Acceptance Tests (FAT) during upgrade from RS3 DCS to latest Emerson Delta V system, tracking accuracy of new software system and checking for interface design errors to ensure quality. Coordinated with other developers to ensure validation of requirements, resulting in a 95% passing rate on safety checks for all graphic display building packages before shipping.

EDUCATION

- ❖ HULT INTERNATIONAL BUSINESS SCHOOL, SAN FRANCISCO, CA (August 2012)
Master's Degree (M.S), International Business

- ❖ SOUTHERN ADVENTIST UNIVERSITY, COLLEGEDALE, TN (December 2008)
Bachelor of Science Degree (BSc.), Computer Information Systems & Business Administration

- ❖ CAMPUS ADVENTISTE DU SALEVE, COLLONGES-SOUS-SALEVE, FRANCE (June 2009)
Diploma, French Language Studies

CERTIFICATIONS
- ❖ CALIFORNIA STATE UNIVERSITY FULLERTON, CA (June 2017)
Project Management Certification

- ❖ SCRUM ALLIANCE, IRVINE, CA (December 2019)
Certified Scrum Product Owner (CSPO)

TECHNICAL SKILLS
- ❖ Software/Technologies: Microsoft Office Suite - Word, Excel, Access, PowerPoint, Visio, MS Project, SharePoint, Adobe Analytics, JIRA, Confluence, Google Suite – doc, sheets, slides, Google Analytics, Keynote, Aha!, Slack, RALLY.
- ❖ Programming Languages: JavaScript, CSS, HTML, and SQL.

LANGUAGES
- ❖ English and French

OTHER
- ❖ Launched an online store, Walkabout Baby – www.walkaboutbaby.com (2017)