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| Apex, North Carolina  C: 919.306.8515  samia.asim.haroon@gmail |

**SAMIA ASIM**

PROFESSIONAL SUMMARY

Hybrid product specialist and business analyst. Remarkably ambitious professional with strong interpersonal, communication and organizational skills. Provide active consultative support in utilization of lean management methodologies, tools, and principles with Agile/Scrum/Waterfall expertise with leading Safe Agile and Scrum Master Certifications. Demonstrative talent to outline compound business process analysis and mapping to increase operative efficiency and ensure stakeholder approval. Instrumental in software development life cycle, user interface design, user acceptance testing and post implementation support with collaboration, adaptability, problem solving, attention to detail, analytical thinking, decisiveness and leadership qualities ability to make an impact and create positive change.

Technical Proficiencies: Scrum, Kanban, Waterfall, Jira, Stories on Board, Workbench, Mongo Chef, Stripe, Slack, Chargify, Sococo, MS Office, MS Project, Workfront, SharePoint, ServiceNow, Confluence, Curam, Balsamiq, Word, Excel, Visio, PowerPoint, SnagIt, Tableau, SQL, MS Access,  G-Suite and Power BI.

PROFESSIONAL EXPERIENCE

METLIFE INC, NC, JULY 2019 – PRESENT

*Sr. BUSINESS TRANSFORMATION OFFICER/Sr. PRODUCT OWNER*

*ONLINE CHANNEL, GCS PLATFORM MANAGEMENT OPERATIONS*

* Spearheaded project planning, requirements gathering, resource allocation, budget and expense analysis, gap analysis, status reporting, and implementing end-to-end product lifecycle.
* Lead discovery; websites to collect, refine, facilitating and leading JAD sessions to document business requirements, providing strategic recommendations and sharing best practices to ensure the proposed solutions.
* Business process analysis, design thinking and journey mapping for online servicing platforms utilized by CSRs, Advisors, Customers, and Consumers across all lines of business. Identifies key platform and online system process improvement opportunities through gap analysis, prioritized product management and enhancements.
* Assesses operational impacts of partial enhancements and works with product/service partners to develop operational processes; ideation and conceptualization through product design and development.
* Working with multiple, simultaneous digital/technical work streams platform teams, gathering and prioritizing end-user requirements to develop the project scope/requirements by acting as product SME.
* Analyze technical/business change request, research, budget, and operational constraints and communicates to teammates while rolling out new product features and optimizing continual digital evolution and enhancement for digital customer experience.
* Experience working for single sign-on efforts and security flaws and organize/participate in customer experience focus group sessions with internal and external stakeholders.
* Develop and manage partner relationships that enable successful progress against business goals and utilization plans driving any exceptions and approvals required.
* Directly oversaw project/scope prioritization process for assigned products/features leveraging design thinking to ensure IT budget compliance. Resolve critical issues that impact the product development plan initiatives enabling success.
* Recognize cross-product/cross-portal synergies that lessen internal efforts. Support vendor management/oversight business requirements expand user experience, enhancements and value propositions.
* Contribute to yearly product development planning process for assigned products/features.
* Contribute to the ongoing improvement of the product development process.
* Successfully manage all aspects of projects from concept and design through execution using various methodologies including Scrum, Waterfall, Kanban.
* Ability to drive results working and partnering with cross-functional teams in conjunction with a talented team of Agile practitioners to develop and implement key digital solutions that cross multiple channels.
* Worked diligently to introduce Agile methodologies and collaboration tools into a business application.
* Achieved business analysis functions and serves as servant leader role between product areas, User Experience, and IT application development resources, nurturing and preserving relationships with functional partners across this matrixed organization.
* Proficient in enterprise focus on customer while optimizing digital capabilities leveraging design thinking adoption, utilization, cost reduction, and revenue generation continually identifying opportunities to improve customer experience
* Gathered, interpreted, and documented user requirements and translating them into Analytical User Stories and personas.

SOFTHQ INC, CARY, NC, AUG 2014 – JULY 2019

*PRODUCT MANAGER/SCRUM MASTER*

* Partner with network/telecom engineering and operations teams to ensure proposed solutions, facilitating and overseeing communications.
* Align with technical and IT operational requirements, standards. market and competitor analyses.
* Partner with the Project Manager to ensure maintain project timelines to ensure implementation tasks are complete and effective implementation of new call center / telecom solutions or changes to existing solutions.
* Changes to existing solutions, ensuring seamless new-site introduction and onboarding process, compliance and regulatory developments.
* Facilitated Scrum ceremonies including daily stand-ups, sprint planning, retrospectives and iteration planning.
* Forecasted sprint iterations with the Product Owners and concerned business partners.
* Enabled and accountable for preserving the Scrum and/or Scaled Agile services for the scrum team(s)
* Partnered with scrum master, project managers to transform work product from the scrum team(s) and escalated risks and issues obstructing team effectiveness.
* Planned and derived scrum team's work and remove impediments which will prevent successful Sprint closure.
* Knowledge of handling/controlling scope and collaborating on test efforts from strategy, planning, development and execution.
* Assess impact and develop action plans to simplify goals and assure activities are on-track.
* Coordinated with scrum master and serve 09 Scrum teams by confirming Scrum practices and eliminating obstacles.
* Organized and facilitate daily stand-up, sprint planning, sprint review, sprint retrospectives, and backlog grooming session.
* Outline and document business requirements by working meticulously with product and service partners, legal, IT, etc.
* Strong project management skills for process analysis, significantly plummeting costs by applying organizational structure enhancements, reporting/metrics, tools that improved procedures, long-term knowledge management and standard developing efficiency.

DUKE ENERGY, CARY, NC, JAN 2010 – JULY 2014

*LEAD CHANGE MANAGEMENT ANALYST/PRODUCT SPECIALIST*

* Reviewed IT change requests for accuracy based on defined and documented procedures and reject for cause or provide final approval as appropriate.
* Lead processes improvement activities, i.e. discussions, assessments, brainstorming, improvement recommendations with stakeholders, including management.
* Interacted with Business customers and gather metrics and feedback to monitor and measure customer experience using various tools such as Tableau, Data Analytics, Glass box and Adobe Analytics.
* Worked with Audit (internal and external) to provide evidence on effectiveness of controls.
* Analyzed, develop and document ServiceNow development stories in Jira. Develop UAT and post implementation test scripts, perform UAT and post implementation testing for Change process and tool improvements.
* Developed and maintained end user process and technical documentation for the Change Management processes and tools.
* Performed analysis, produced and schedule change management reports.
* Analyzed and develop Performance Analytics Dashboards.
* Documented and interconnected appropriate information and work autonomously and manage time efficiently to meet allocated projects deadlines.
* Confirmed compliance with product development process guidelines by contributing to and overseeing the successful implementation of all non-IT phases of the process (business objectives definition, business requirements, user acceptance testing, etc.).
* Resolved technical end user inquiries related to Change Management tools and process.
* At an international troubleshoot change regulated issues and developed resolutions to mitigate and prevent reoccurrence. For complex changes (multiple applications/systems and impacted Lines of Business).
* Created PowerPoint presentations, using data to prioritize technical roadmaps, estimations guidelines for project meetings. Develop a working knowledge of decision analysis tools and techniques and apply those in executing.
* Created monthly progress reports and communicated results to appropriate staff
* Provide regular analysis/metrics on project status. Define and manage key metrics and performance analytics.
* Created and maintained project documentation. Monitored project progress, addressing issues and managing escalation where required.
* Managed, developed and supervised relationships with stakeholders and suppliers.
* Collaborated with the Sponsors, Product Owners, Solution Architects, Business Analysts, Application Development, and Software Quality Assurance Teams to understand scope, solutions, constraints, and risks.
* Monitored project tracking systems. Work with technology and operations partners to resolve execution issues, analyzing pros and cons and providing sound recommendations for resolution
* Created and Managed Gantt Charts for project completion. Drafts persuasive reports, supported by objective analyses, in order to facilitate decision-making.

DELL, RALEIGH, NC, JAN 2004 – SEPT 2008

*PRODUCTION MANAGEMENT ANALYST*

* Worked with product owners and technology teams to line up priorities and collaborate on daily basis.
* Monitored team performance, assessing performance guarantees.
* Provide recommendations and best practice sharing related to call center / telecom solutions and operations.
* Identified and minimized the impact of external factors on business growth, evaluating and assessing product adjacencies.
* Identified, evaluated, and interpreted business needs and technological intervention
* Creating user stories (Analytical).
* Working with stakeholders to gather business requirements and create BRDs and FRDs.
* Created presented on data analysis, financial return measures, and expense structures.
* Maximized profitability and return on investments for business partners by deploying stringent business. policies.
* Promote continuous improvement to maximize productivity.
* Managed transparent and trusted communication of problems tickets with stakeholders.
* Advise team on operational values, practices and processes
* Provide business and technical expertise through team brainstorming to address challenges and develop solutions.

DELL, AUSTIN TX, MAY 2002– JAN 2004

*DATA ANALYST*

* Document variety of technical documentation to identify pain points, performance, and conduct root cause analyses; POWs, SOWs, roadmaps, project specifications using MS project.
* Worked with Analytics Architecture team to develop reporting methodologies and visualizations and meet critical milestones,
* Create periodic PowerPoint presentations using data analysis, charts and graphs to depict trend analysis and identifying KPIs and business objectives to drive higher return on investment (ROI).
* Conduct national sales analysis related to reporting maturity in preparation for new deployments. Spanning marketing, sales, business strategy, pricing and finance.
* Achieved cluster analysis including performance to target as well as trend analysis and operations to execute prioritized product initiatives.
* Followed enterprise implementations of creating relational databases and regression analysis.
* Created/presented data analysis, financial return measures, and expense structures.
* Strong attention to detail with an ability verifying accuracy and completeness of financial data.

AWARDS AND HONORS

* While working with MetLife, launched and managed development of online application, supporting transaction enhancements in 12 admin systems and increase applications to 30%
* At Softech, led and defined enterprise mobility strategy and roadmap to become a technologically enabled retailer.
* Increased target active customer base by 48% in 4 months at Duke Energy.
* Support product development and roll-out of two new products being launched under DELL product suite.

CERTIFICATION AND PROFESSIONAL DEVELOPMENT

* SCRUM MASTER 5 (2020)
* SAFE AGILE 5 (2019)
* Certified Associate in Project Management (CAPM) 2012
* Certified Professional in Business Analysis (CPBA) 2011

EDUCATION

* IT CYBER SECURITY, 2021 (EXPECTED)

WAKE Technology College, Raleigh, NC

* MASTER IT, (Information Technology), 2009

University of Glasgow, UK

VOLUNTEER

* At present, volunteer monthly at ICM Women's Committee, Darcus Ministries and Geek Squad.
* Event organizer, Habitat for Humanity, 2012 – 2019
* Volunteer, SOS Village for Children, 2008 – 2009