 **GEETHA SALEM**

**+1-215-350-8180 |** **geethasalem9@gmail.com** **|** [**https://www.linkedin.com/in/geetha-salem-5a5a2451/**](https://www.linkedin.com/in/geetha-salem-5a5a2451/)

**WORK AUTHORIZATION: GREEN CARD**

Senior ​Business Analyst **​**with**​** **​**over**​** **​**11+**​** **​**years**​** **​**of**​** **​**experience**​** **​**in**​** **​​** **​**large**​** **​**scale**​** **​**software**​** **​**development**​** **​**projects**​** **​**and**​** **​**technology transformation**​** **​**programs. Proven track record of providing solutions for high-priority, strategic decisions. Proficient decision-making, leadership, presentation, communication, problem-solving and analytical skills with ability to interact at all levels.Highly Adaptable, committed to continuous improvement, business excellence.

Delivered high profile technology and business process solutions for clients such as De Lage Landen, Comcast and BT Open reach.

 **CORE COMPETENCIES**: Business Analysis and Requirements Gathering; QA Analysis, Functional/Use Case Analysis; Work Flow Analysis / Gap Analysis; Business Process Engineering/Modeling, Data and Business Analysis; Data Flow Diagramming; QA/UAT Testing; Preparation of Test Plan/Test Scripts/Test Cases; Test Management & Defect Tracking; and Project and Change Management.

* Modeling Tools:  ARIS Business Architect, MS Visio, UML, Balsamiq wireframes, MURAL
* Project Management tools: JIRA, Rally, Confluence, WIKI, AHA
* Process Management tool: PEGA
* Management tool: Salesforce, Workday
* Methodologies: Waterfall, Agile, SAFe,Kanban, Scrum, Lean

**CERTIFICATIONS**:

* Agile master and Scrum master from Scrum Study, SOA, Quality Center and ISTQB

**Client: USAA via HCL Jul’20 - Till date**

**Business Development Product Owner Fremont, CA**

Project: Total Rewards - Allows to manage, customize and design variable compensation pay for the employees,customers which is implemented using Workday.

**Responsibilities:**

* Driven three PI Planning meetings,identifying the dependencies and scope the work for sprints using Kanban and Scrum.
* Worked with Product Managers, business sponsors and development teams on business features
* Documented Use Cases, Epics/Stories and Requirements in JIRA and WIKI as necessary.
* Prioritize the Product backlog for future requirements with Scrum teams.

**Comcast Effectv Jan’20 - Apr’20**

**Product Owner Wayne,PA**

SPEG: Advertising Product owner

Project: AQT(Audience Query Tool) used for creating audience segments for advertising in Comcast.The tool helps to build queries as required by the users to target the audience as per the needs.The targeted segments are created as files and delivered to specific Ad Server(s) based on the underlying equipment of the household.

**Responsibilities:**

* Drive PI Planning,identifying the dependencies and scope the work for sprints using SAfe Agile framework.
* Worked with Sr.Directors, Directors,Product Managers, business sponsors and development teams on business requirements
* Documented Use Cases, Epics/Stories and Requirements in JIRA/ Confluence and WIKI as necessary.
* Worked with Datasets to understand the low-level details of the requirements.

**DeLageLanden(DLL) Aug’17 - Sep’18**

**Lead Business Analyst(Product Owner) and Sr.Test Analyst Wayne,PA**

DLL: Infrastructure - Lead Business Analyst/Product owner

Project: WP2020 - from Analog telephone-based solution to cloud-based solution using the product Office 365 and Skype.The project was deployed across various DLL offices Netherlands, United States, South America and other offices in Europe.

DLL: Front Office - Sr.Test Analyst

Project: Partner Insight (PI) allows creating DLL Partners and Programs information by integrating with various services and platforms.

**Responsibilities:**

* Worked with Project Managers, business sponsors and development teams on business process re-engineering and modeling, requirements gathering, and path analysis. Also, documented Use Cases, Epics/Stories and Requirements.
* Created process workflows, act as SPOC for requirement queries, developed proof of concept for new internal projects.
* Requirement analysis of projects and business applications based on PEGA technologies involving configuring sales, service, community clouds
* Developed User stories, test cases and defect tracking in HP ALM and prioritize the Product backlog for future requirements with Scrum teams.
* Deployed Office365 across various locations customizing to client needs
* Tested PI product, launched to DLL customers for creating new Partners. Customers appreciated the quality of the product offered to them which was chaotic earlier

**Comcast: Business Services                                                              Mar’13 – Mar’15**

**Sr. Business Analyst/Product Owner Philadelphia,PA**

Project: BVE - Comcast Business Voice Edge allows having a Virtual PBX. It's like a hosted, cloud-based system that includes a number of features that help to run faster, more efficient business. Because it manages everything in the cloud, there is no need to make the major capital investment and hardware management that typically comes with traditional PBX phone systems.

Project: SMB - Comcast SMB is a small and Medium Business that allows a customer to obtain products like internet, voice, phone and trunking services.

**Responsibilities:**

* Support Telecom Product Manager in modeling and designing new products, including product definition, regulatory compliance and special pricing requirements.
* Created Business Process Models, Salesforce leads and opportunity creation for BVE product.
* Developed detailed High-level process and Low-level process “As is and to be” and Obtain Sign-off for the requirements/process using PLCM tool.
* Suggested Process Improvements based on the Product Knowledge and analyzing the impacts on the existing behavior of the system.Follow agile methodology in delivering the deliverables within the sprint timeline. Participated in Scrum calls which are conducted on a daily basis.
* Created user stories, populating a comprehensive Product Backlog as a part of an agile team for Salesforce app SIMON.
* Elicited requirements for S.I.M.O.N Product used by Comcast Operational Stakeholders
* Designed Signature Service Product for Comcast SMB

**Tata Consultancy Services Jun’6 - Apr’12**

**Business Analyst, Solution Design, IVVT, Maintenance, UAT Testing Hyderabad,India**

Worked on various projects for British Telecom (BT): Ethernet Access Direct (EAD), FVA T2R, Plan & Build, FTTP Plan & Build, WLR3, FTTC Solution, TAP. Designed, Educated, Trained and Presented to BT OSS/BSS design community.

**Sadhana Soft Solutions Pvt Ltd, Test Analyst Aug’4 - Jun’6**