

NEHA SEHGAL

Management Consulting | Business Analysis | Product Management | Digital Transformation | Program Management

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PROFILE SUMMARY

- Seasoned professional with over 9+ years of experience in IT operations encompassing large scale digital transformation & IT migration projects, product development, program management, business transformation, new product launch, and development focusing on world-class customer experience
- Expertise in Pre-sales activities involving market assessment, recommending and generating insights, preparing thought leadership, Stage 0 decks, Executive Pitch, Playbooks & collaterals used in marketing and sales pitch
- Skilled in strategizing, developing, and executing digital platform technology needs and facilitate the development of the right future-state architecture and ensure its effective adoption
- Proficient in developing and refining business strategy, developing new go-to-market strategies & technologies, cultivating the IT/business partnership, along with re-designing business processes
- Prudent in identifying “AS-IS” gap/ business process, and future state of process, design and implement added value processes that eliminate waste and saves operational time
- Elicits requirements and translate system and user requirements to use cases and decompose epics to user stories for scrum teams.
- Hands-on experience in writing Business Requirements Document (BRD), Functional Requirements Document (FRD), and Product Requirements Document (PRD)
- Successfully worked with cross-functional team environments, clients & employees from diversified backgrounds & geographies including UK, Australia, USA, Japan, and India

AREAS OF EXPERTISE

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| • Project Management | • Artificial Intelligence | • Dashboard Management |
| • Transition Management | • SDLC | • Delivery Management |
| • Risk Management | • Release Management | • Product Design and Launch |
| • IT Operations | • Process Automation | • User Acquisition |
| • Continuous Improvement | • Proof-of-Concept | • Product Roadmap |
| • Digital Transformation | • IT Migration | • Requirement Analysis |
| • Client Management | • Pre-Sales | • Team Handling |

TECHNICAL COMPETENCIES

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| ✦ SDLC Methodologies: | Waterfall, Agile (Scrum), Prototype, RAD |
| ✦ Cloud Technologies: | AMDOCS, Netcracker, Google Dialogue flow, Botmock, Visio, Salesforce |
| ✦ Project Management Tools: | PLM, Jira |
| ✦ AI: | Intent identification, discovery, and mapping, conversational design |
| ✦ RPA: | Process Mapping, Intake, and decision support |
| ✦ Documentation Tools: | Office 365, MS Visio, Balsamiq, StarTeam, SharePoint |
| ✦ Miscellaneous: | Advanced Excel, Power BI, BPM Tool – WFE by ActiveVOS, Aris |
| ✦ Telecommunication: | OSS/BSS |

PROFESSIONAL EXPERIENCE

Dec'20 – Till Date	Manager at Prodapt Solutions
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Environment: Agile (Scrum), SharePoint, MS Teams, MS Excel, and Splunk

- Administering and involving in the delivery of the digital transformation program to improve the business processes using network bots
- Responsible for delivering successful outcomes for key business transformation projects via effective and pragmatic project management
- Establishing, leading, and motivating the project team to carry out all distribution project tasks and deliverable according to agreed time and cost estimates
- Thorough understanding of the purpose, value, culture, and fundamentals of Global Change Delivery, Business Transformation Frameworks, and best practice techniques

Project 1- Manager – Performed Digital transformation Program to enhance customer service experience by automating the business processes using Netbots solution for a European telecom client

PAST EMPLOYMENT

Feb'14 – Nov'20

Management Consultant at Accenture

Environment: SDLC, SharePoint, MS Teams, MS Excel, Office365, AMDOCS, Netcracker resource inventory, Cisco, Meraki Routers, Jira, Botmock, AI intent analytics

- Understood the business process as-is by working with the subject matter experts to recognize key pain points and inefficiencies in the process, to identify solutions through workshops, and the potential for automation
- Responsible for creating and managing the product backlog, generating and prioritizing user stories, evaluating Epics, size and stack rank work items to Sprints; Accountable for requirements gathering and documentation
- Product and release preparation performed, partnered with stakeholders, and organized project and program activities for planned launches recognizing dependencies of the Platforms
- Documented process mappings, generated process Intake workflows and developed PDD for Proof-of-Concept on RPA and delivered automated processes by Process Automation
- Worked with Scrum team during program execution, resolved technical issues, identified requirement gaps, and conducted fit gap-analysis
- Documented Epics and user stories using Atlassian Jira, executed backlog grooming sessions and assigned story points, documented acceptance criteria, and added attachments with Use Cases
- Reviewed with project and product management teams on the release work items, product backlog, and % completion status across iterations, and performed Storyboard presentations and updates
- Created Jira Dashboard reports, created custom filters for Dashboard reports, and shared product burn down with Product Management and Release management teams
- Provided strategic advice for digital products on market potential, product design, the launch of products, market-entry, product development, user acquisition, and retention

Projects:

- **# Project 1- Product Owner** – Reduced cost and improvised NPS through digital transformation program. Performed RPA to automate manual and time-consuming tasks to activate work stream using AMDOCS for an Australian telecom client
- **# Project 2 – Senior Business Analyst** –AI-based intelligent automation to optimize customer service and reduce high volumes of calls for domain resolution problems. Defined purposes, conversational architecture for a US telecom client to implement bots through various channels
- **# Project 3 – Senior Business Analyst** - Large-scale initiatives for Network IT migration to decrease costs and enhance the customer experience. IT migration of legacy systems with Netcracker resource inventory platform for a UK telecom client
- **# Project 4 – Consultant**- Strategic advice for global internet customers on market opportunities, product design, product launch, market-entry, product development and growth, user acquisition, and retention
- **# Project 5: Consultant** - Market entry strategy for a Japanese client for energy management solutions for Telecom Towers and smart cities in India

Jul'11 – Feb'14

Senior Associate Consultant at Infosys

Environment: MS Visio, SDLC, SharePoint, MS Excel, BPM Tool – WFE by ActiveVOS

- Acted as Subject Matter Expert, and steered the project design and delivery for triple-play product, processing of e-filing for Government of India, and large-scale transformation for UK telecom with feature enhancements
- Collaborated with the subject matter expertise, recognized critical pain points and inefficiencies in the process created the functional design of the optimized to-be processes, concept test and reviewed with the SMEs
- Contributed to functional specification document, determining data sources, and managed business rules for data transformation of data between staging and enterprise data warehouse

Projects:

- **Project 1: Business Analyst** – Process designing and customer experience improvement for US telecom client
- **Project 2: Business Analyst** – large-scale transformation for major UK telecom client in trouble to resolve domain
- **Project 3: Business Analyst** – Digital transformation program for Government of India (e-governance)

ACADEMICS & ACCREDITATION

2011

Master's in Business Administration

Balaji Institute of Telecom Management

2009

Bachelor of Engineering - Electronics Engineering

Jiwaji University