**Rosemary Jordan Madrigal**

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C: 415.412.9004 ~ rosemary.j.madrigal@gmail.com

[linkedin.com/in/rjmadrigal](https://www.linkedin.com/in/rjmadrigal)

**Business Analyst – Business Systems Analyst**

Progressive and client-focused business analyst/business system analyst with experience in project management and a record of being able to balance technical skills to successfully drive and support all aspects of a project. Confident with being able to get on board with both current and legacy system environments and support all major project development lifecycles. Great interpersonal skills and have solid experience working with Business stakeholders, sales, marketing groups, product management, web developers, QA testing groups and as a Business Analyst team leader. Can effectively manage concurrent projects and believes in delivering on time with accurate and quality results. Background includes experience in project management, product development, object modeling, data modeling, data analysis, gap analysis, content analysis, software quality assurance testing, and user acceptance testing. Enjoys the experience of mentoring interns to help achieve their goals.

**SKILL SUMMARY**

Experienced in working in the private and public sectors, non-profits as well as IPO Start-ups within: Finance/Banking, State and City municipals, Workers Comp, E-commerce, Utility Company (Gas/Electric), Telecommunications, Healthcare, Aircraft / Aerospace, DOD, Casino/Gaming, Manufacturing, Web Software application startup ventures. With emphasis on business management CRM applications, mobile applications, cloud-based application environments, enterprise document management and customer care ordering, provisioning and billing platforms.

Extensive and solid experience:

* Well versed in understanding Project Management, Collaboration and Requirement development of business, technical, functional/non-functional, user story and use case requirement documentation. Tools used: MS Applications and MS 365 Suite (Word, Excel, Access, Project), Adobe Acrobat Pro, Rational RequisitePro, Clarity, SharePoint, Serlio Casecomplete, Caliber RM, Jira/Confluence, and Microsoft Microsoft Azure DevOps (VSTS/TFS).
* Software Development Lifecycles: Waterfall (SDLC), Agile Software Development Life Cycle, Rational Unified Process (RUP), and Enterprise Unified Process (EUP). Good understanding of Six Sigma and LEAN principles.
* Business Process Modeling Development: class, sequence, state, activity, UML class, interaction, business process reverse-engineering/reengineering, gap analysis and traceability. Tools: Visio, InfoPath Designer, TIBCO, InfoWorks, and Drupal.
* System Development – detail system requirements, business rules, process diagrams. Object-oriented analysis (OOA) conceptual modeling. Tools: Visio, InfoPath Designer, TIBCO, InfoWorks, and Drupal.
* Data Analysis: Data modeling, data dictionary development. Data Warehousing and Management tools: Erwin, Rational Rose, Oracle SQL (MySQL), InfoWorks, Informatica.
* UI/UX development: story boarding and wireframes development: Tools: Visio, SnagIt, Balsamiq, WordPress and MS Front Page, PowerPoint.
* Web Application documentation: demo user guides, user training and tutorial documentation. Web languages: HTML, JAVA, Adobe Dreamweaver, Adobe Design Premium CS5 applications.
* QA testing and Release Management creation and delivery of test cases and UAT requirements including functional, unit, cross-browser, usability, user acceptance testing, black box/white box and performance testing. Tools: Quality Center, BMC Software Remedy Action Request System and Clear Quest QA management tools.
* Enterprise Business Marketing: branding standards, Marketing standards, and guidelines development. Tools: MS Word, Adobe PDF Pro, WordPress and MS Front Page.
* Other skill experience includes: Business-to-Business (B2B), Business Process Model and Notation (BPMN), Business Process Reverse / Reengineering (BPR), Change Management Component content management system (CCMS). Tools: Informatica, Oracle Data SQL, and tableau.

Solid business solution experience includes:

* Enterprise Content Management (ECM) applications: Documentum, OnBase (Cloud) ECM.
* Customer Relationship Management*(*CRM*)* applications: Salesforce (Cloud) CRM, Sage (Cloud) CRM, Microsoft Dynamics (Cloud) CRM.
* Enterprise Asset Management (EAM) application for service management: Service Now CRM, SAP EAM.
* Other industry applications include:
* Commodities transaction, trade and risk management solutions. (CTRM) - Open Link ENDUR and Blackstone Trellis.
* Online Portal Platforms: Permitting, Inspections, and Licensing applications - CitizenServe and KIVA
* Casino and Hospitality – ServiceNow
* Vendor management system - NetSuite ERP/CRM.

**PROFESSIONAL EXPERIENCE**

**APEX – Client – Wells Fargo Bank**

**Data Analyst – May 2019 – October 2019**

Supporting Wells Fargo’s efforts to identify the over 5000 business applications core data elements, personal and privacy data. Primary deliverable is to create data dictionaries and document business criticality to meet FY14 & yearly banking data governance, risk and compliances. Tools: SharePoint, MS Office 365 (Visio, Word, Excel, Outlook, PowerPoint), and Colllibra.

**KollaSoft Inc. – Client: State of Arizona Department of Child Safety (AZDCS) – Phoenix, AZ**

**Business Analyst Consultant – Oct 2018 to March 2019**

Primary role was to support the analysis efforts to integrate an OnBase Enterprise Content Management solution for the state’s Child Safety enterprise content management (ECM) for Intake, case management, permanency, field operations, legal and financial document management to be integrated with a new Microsoft Dynamics 365 CRM application. Supported development of requirements, testing. Tools: Microsoft Dynamics 365 cloud-based CRM, Microsoft Azure DevOps (VSTS/TFS), OnBase ECM, DocuSign, SharePoint, MS Office 365 (Visio, Word, Excel, Outlook, PowerPoint).

**Scott Business Group Inc. (SBG) – Client: City of Phoenix – Phoenix, AZ**

**Business System Analyst Consultant – Jun 2017 to Jun 2018**

Conducted discovery and analysis for the City of Phoenix Street Transportation Department’s Utility Coordination and Utility Public Right-of-Way owned property permitting and utility coordination application replacement project. Evaluated then created business processes flow diagrams (as-is, to-be), business case, high level business requirements, use cases, functional UI design, business process flows, and gap analysis. as well as conducted data analysis for data migration to the new application. Tools: CitizenServe, KIVA, SAP Enterprise Asset Management, Oracle SQL (MySQL), SAP Enterprise Asset Management, SharePoint, MS Office 365 (Visio, Word, Excel, Outlook, PowerPoint).

**State of Arizona – Department of Administration (ADOA) – Phoenix, AZ**

**Business Analyst – Oct 2016 to Mar 2017**

Supported new Salesforce CRM application development and implementation for Arizona Strategic Enterprise Technology office (ASET) business engineering back office team that managed and administrated the statewide Project Investment Justification (PIJ) process. Tools: Salesforce, Clarity, SharePoint, MS Office 365 (Visio, Word, Excel, Outlook, PowerPoint).

**Global Software Resources – Client: PG&E, San Francisco, CA**

**Sr. Business Analyst Consultant – May 2016 to Aug 2016**

Responsible for providing business analysis support to PG&E’s Switch Meter operations and management team for an application that will provide the ability to create field service job tickets to distribute and monitor emergency, non-emergency and planned line switching assignments. Tools: JIRA, Confluence, SharePoint, MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint).

**Blackstone Technologies – San Francisco, CA**

**Sr. Business Analyst Dec 2015 to Feb 2016**

Provide business analyst support for Blackstone Technologies Trellis application. As a Sr. Business Analyst as a team lead, my role entails working with the development team to identify new business application functionality, requirements, and wireframes for our gas energy application. Tools: Six Sigma principles, JIRA, Confluence, Balsamic, SharePoint, MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint).

**Agile 1 / Artech Information Systems LLC– Client: PG&E, San Francisco, CA**

**Business Analyst Consultant – Jun 2014 to Dec 2015**

Responsible for providing business application (OpenLink ENDUR) operations and release management support for internal front to back office line of an e-commerce services (gas processing, forecasting, sourcing and storage/transport optimization to marketing, trading, contract management and position management through to risk, accounting, reporting and compliance in the back office) for business commodities trading and risk management application. Provided primary business analysis support as the liaison between line of business users (Power (DA/PM/RT), Fuel, Electric Gas and Green House Gas business front &middle offices, and Settlements groups) and IT technical team for project enhancements, defect resolutions, data governance, root-cause analysis, test case documentation, black box/white box testing and business/functional requirements gathering. Create user procedures for newly release application functionality. Headed up and coordinated UAT efforts for monthly production releases. Tools: BMC Software Remedy Action Request System, Adobe Acrobat Pro, HP Quality Center, Snag It, SharePoint 2013, MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint).

**Link Tech - Client: Sands Corporation (Venetian/Palazzo Casio IT organization), Las Vegas, NV**

**Business Analyst - Consultant - Mar 2014 to May 2014**

Supported analysis efforts for an internal project to implement new modules to an existing application (COTS) called Service Now for managing IT property assets. Tools: MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint).

**RJM Business Solutions (freelance) - San Francisco, CA**

**Consultant – Business Analyst - Jun 2012 to Mar 2014**

Supported a few new startup ventures with my IT business analysis skill set and Agile knowledge by providing some much-needed product detail, UI and user stories and requirement documentation for their new web and mobile applications, google applications, and web content. Focused on training and staying up with new IT technologies and industry methodologies. Tools: MS Applications (Word, PowerPoint, SharePoint, Excel, Access, Project, Visio, InfoPath Designer and MS Suite, Adobe Acrobat Pro 9, Adobe Design Premium CS5 applications, SnagIt, SharePoint, Google apps, SAP, Web sphere, JIRA, Confluence, Informatica, Salesforce, WordPress, CaseComplete, Drupal.

**Wells Fargo, San Francisco, CA**

***Business Analyst / Content Analyst* - Jul 2006 to Jun 2012**

Successfully lead business analysis efforts valuable wholesale and treasury business on-line banking portal products/ e-commerce service applications and a merger effort. Responsibilities included the creation and delivery of all business requirements: functional, non-functional, system, UI analysis, use cases, gap analysis, test case documentation, Lead BA content analyst responsible for identifying the content and asset types for the businesses product applications migration into a new Content Management System (CMS) (Documentum to SharePoint). Tools: Documentum, TIBCO, Snag It HP Quality Center, Clear Quest QA , Microsoft Azure DevOps (VSTS/TFS), Drupal, SharePoint 2013, MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint)., InfoPath Designer, Documentum, Adobe Acrobat Pro, Adobe Design Premium CS5 applications, MS Front Page and Oracle PL/SQL Database.

**Worker’s Compensation Insurance Rating Bureau of California, San Francisco, CA**

**Lead Senior Business Systems Analyst – Feb 2006 to Jul 2006**

Responsible for leading a team of four internal business analysts and three external vendor business analysts in the effort to analyze the present legacy data system and data warehouse, create and review new business requirements, create use case and systems requirements, and prepare for review with internal business leads to achieve its statutory and new business responsibilities. Tools: Casecomplete, Caliber RM, MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint), Data Modeling (Erwin, Rational Rose), InfoWorks, Informatica, Rational RequisitePro. Oracle Database/Oracle PL/SQL, and NetSuite ERP/CRM.

**Sage (Best) Software, Irvine, CA**

**Sr. Business Systems Analyst – Aug 2005 to Sept 2005**

Responsible for leading new modifications and version changes to three primary software applications: Saleslogix, Sage CRM, and Vantive. Tools: Sage CRM/ERP, SharePoint, MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint).

**TAC Worldwide Contract Services - Client: Topcon Positioning Systems, Livermore, CA**

**Business Systems Analyst – Consultant – Mar 2005 to May 2005**

Lead a team of internal business systems analyst for a data migration between a sales SAP Enterprise Asset Management application (EAM) and a data exporter to support Work Order Management, Asset Tracking, Inventory Control, Order Purchasing and reporting. Tools: MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint), MS Front Page, Oracle Database, Oracle SQL, Oracle Open VMS.

**Pro Unlimited, Burlingame, CA**

**Integration Specialist – Dec 2004 to Feb 2005**

Responsible for leading internal business groups and BA IT team to identify product requirements documentation for the redesign of an existing vendor management system to create a comprehensive workforce management solution via a web-based software application product (SAS) that provided business clients an end-to-end solution for tracking effective procurement and contingent labor. Tools: MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint)

**TAC Worldwide Contract Services- Client: SBC Internet Services, San Ramon, CA**

**Business Systems Analyst - Consultant – Jun 2003 to Dec 2004**

Lead business groups in the development of requirements and the implementation of a new highly visible internal data warehouse that was to maintain and manage data from new business product data enhancements. Tools: MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint)

0B**Corestaff Services, - Client: *Pacific Gas & Electric (PG&E), San Francisco, CA***

**1BSr. Business Systems Analyst - Consultant *–* Oct 2002 to Jun 2003**

Responsible as the lead senior business systems analyst to support a high visible effort for the restructuring and reorganization of PG&E’s efforts to continue operations with the assets from the current business systems operations and then to mirror these assets into a new business in the event of a chapter 11 filing. Supported some 30 plus operational teams with identifying and documenting existing processes and procedures. Tools: Oracle SQL, MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint)

**EDP Contract Services – Client: SBC Internet Services, San Ramon, CA**

**Business Requirements Analyst - Consultant – May 2002 to Sept 2002**

Responsible for acting as both the project manager and business analyst for a project that would allow customers to reset their Internet passwords via a landline or mobile device through a customer IVR system. Tools: MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint)

**QuantumShift, Inc., Novato, CA**

**Senior Business Analyst – Aug 2000 to Nov 2001**

Startup company lead a team of designers in the development of an application that would allow business customers to monitor their telecom usage and expenses. Supported IT business team in the implementation of Rational Requisite Pro (RUP) as the primary tool to manage requirements and UI development. Tools: MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint)

**Pacific Bell Information Services/SBC, San Ramon,**

**Business Systems Analyst / Data Analyst - FTE, Dec 1995 to Aug 2000**

**Business Systems Analyst – Consultant, Sep 1995 to Dec 1995**

Lead as champion between the IT department and all levels of the company’s customer call center, billing, ordering, and provisioning department and their system applications. Responsible for leading a team of 15 Anderson Consultant BA’s to supporting the development and implementation of a CRM for a new customer care service platform for telecommunications marketing purposes. Other efforts included: responsible for data modeling, data integrity validation and performance issues analysis. Tools: MS Office Suite (Visio, Word, Excel, Outlook, PowerPoint), Oracle Database/ PL SQL,  Oracle Open VMS, [Oracle Developer](https://en.wikipedia.org/wiki/Oracle_Developer_Suite) – which consists of [Oracle Forms](https://en.wikipedia.org/wiki/Oracle_Forms), [Oracle Discoverer](https://en.wikipedia.org/wiki/Oracle_Discoverer) and [Oracle Reports](https://en.wikipedia.org/wiki/Oracle_Reports), Rational RequisitePro.

**PERSONAL INVOLVEMENT:**

Non-Profits Volunteer work and support: Habitat for Humanity, Boys and Girls Scouts of America, University of San Francisco Alumni Association, San Francisco Yerba Buena Center for Arts, SPCA, Disabled American Veterans, Bay Area Woman’s Battered Shelters.

**PROFESSIONAL ASSOCIATIONS**

Member of LinkedIn Business Analyst Professional Group

Member of National Association of Professional Women

Member of Women in Technology

Member of the San Francisco Bay Area Business Analyst Association, Content Strategy Association

Member of American Medical Information Management Association (AMIMA)

Member of International Institute of Business Analysis (IIBA) Chapters – International, San Francisco/Bay Area CA

**EDUCATION**

University of San Francisco, B.S. - Business- Information Systems Management 1999

University of California, Berkeley - System Engineering of Complex Software Intensive Systems 1998

University of California, Los Angeles -Engineering Studies - Satellite Communications 1990 and Human Factors Engineering1984

Los Angeles Trade-Technical College -A.S. Electrical/Mechanical Engineering Technology 1978

Other education:

Current - CBAP - IIBA Certification in progress (2020)

Continuous focus on IT technologies, industry methodologies, and enhancing my skill set to support the client’s needs: Software as a Service, customer relationship management, enterprise resource planning, business intelligence and cloud-based services to name a few.