Rob Littwin

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**Summary - 8 years Product Management**

**- 22 years Business Analysis**

**Education** **-** **B.A., English** - New York University

**-** **M.A., English** - New York University

Digital product management; digital organization media applications; full SDLC implementation; internal/external partner collaboration; workflow and business process modeling; cross-functional team collaboration; business, functional, non-functional, and reporting requirements; swim-lane diagrams; user stories; use case modeling; Agile and Waterfall; JIRA; MS-Office Suite; Visio.

**Experience**

Cotiviti (March 2020 – November 2020)

Senior Business Analyst (contract position)

* Collaborated with product owner to gather requirements, write user stories, define acceptance criteria, and test on a project to migrate the client’s healthcare application from Oracle Forms to Java/Angular-based program.
* Conducted backlog refinement sessions using Agile practices.
* Created workflow models in Visio.

The Weather Channel (May 2013 – 2018, March 2019 - August 2019)

Product Management/Senior Business Analyst (full-time position, contract position 2019)

*Reported to Vice President, Localization Systems Development*

*Reported to Senior Vice President, Product Management*

* Product management of The Weather Channel’s digital organization Local Now media app and OTT-TV apps. The Local Now app provides localized news, sports, business, weather and traffic to subscribers on platforms such as iOS, tvOS, Android, Roku, Amazon Fire TV, and linear delivery over IP.
* Led cross-functional teams responsible for launch of new digital products, including a national news product, national entertainment news product, and severe weather coverage products. Wrote business and functional requirements for these products.
* Managed 3rd party product development teams of three partner companies/vendors working with The Weather Channel (Wibbitz, PLEX, and INRIX).
* Managed product development lifecycle from business case development for new products, market and data analysis, ad hoc advanced analytics, user story creation, feature prioritization, product requirements definition, design deliverables, development, User Acceptance Testing, product launch, mobile and web application support, operational support, and ongoing product optimization.
* Collaborated with business, product developers, product designers, senior leadership, and executive stakeholders on strategic positioning, Minimum Viable Product, feature enhancements, defect mitigation, and lessons learned. Managed and resolved risks and dependencies.
* Trained and managed end users on new or enhanced product features.
* Collaborated on sprint planning, daily Scrum, backlog refinement and prioritization, product demos, and retrospectives using the Agile methodology.
* Managed backlog and artifacts (requirements, designs, etc.) in JIRA.
* Led the delivery and management across the full product lifecycle to provide Weather Channel-produced news and weather segments to Rocky Mountain PBS, Colorado (B2B managed services) and business stories to stream on over-the-top (OTT) Local Now digital apps.
* In charge of creation, modeling, and roll-out of new workflows and business process improvement for The Weather Channel television network.
* Created workflows and managed cross-functional teams to improve the network’s hurricane coverage and winter storm coverage.
* Shepherded rollout of fully-scaled news, sports, business, and severe weather products by defining the relevant workflows and setting up a feedback loop to an external partner company to iteratively improve the quality and relevance of its localized videos.
* Responsible for creation, modeling and roll-out of the workflow for The Weather Channel and American Cities Business Journals to partner to create business stories appearing on the over-the-top (OTT) Local Now media apps and the Atlanta Business Chronicle website (i.e., B2B managed services).
* Socialized new technology, back-end processes, and workflows by collaborating with operational teams (Master Control, Traffic, Production Control, Directors, Producers, Weather Systems, Weather Presentation, Radio).
* Partnered with Design, Operations, IT, and Engineering teams to model workflows that reduced operational staffing (to reduce cost) while providing quality products so we gained efficiencies in how we built graphics and scaled news, sports, and severe weather videos.
* Responsible for end-to-end testing, training and launch of products.
* Trained and managed Editorial, Ad Sales, Distribution, and Master Control on new or enhanced product features.
* Managed back-end support for new products.
* Provided back-end support to Editorial team and Master Control for production issues.
* Wrote user stories, business requirements, and technical requirements and partnered with Development to build and deploy local and national products for The Weather Channel network re-launch of weather and traffic content and The Weather Channel mobile app.
* Ensured requirements were specific, measurable, testable, accurate, relevant, traceable, and achievable.
* Responsible for requirements management, approval, change, and traceability.
* Wrote training documentation and performed user acceptance testing on 1.) Local Now initiatives for national news, local news, severe weather coverage, and sports segments; 2.) News and weather segments for Rocky Mountain PBS; and 3.) Business stories for American Cities Business Journal.
* Wrote support procedures for Technical Operations Center on production issues for ACBJ, Rocky Mountain PBS, Clear TV, and DISH.
* Wrote ad crawl tool user documentation for Distribution team and affiliates.

Cox Communications (June 2012 – December 2012)

Business Analyst (contract position)

* Wrote business, functional, and non-functional requirements and modeled use cases for Cox Home Security suite of systems, including the DOCSIS 3 Gateway project and the Single Sign-On project.
* Modeled workflow and business process diagrams for the Operational Support project.
* Performed joint requirements planning elicitation, data mapping, requirements traceability, and conducted requirements walkthroughs.
* Worked with external partners to establish functional requirements.
* Liaison between IT and business to provide technical solutions to meet user needs.

Allscripts (February 2012 – June 2012)

Product Manager/Business Analyst (contract position)

* Product manager and business analyst responsible for leading a business process reengineering project for sales, marketing, service, and finance applications.
* Collaborated with software developers, product designers, business stakeholders, senior leadership, and other members of cross-functional product team (e.g., Sales, Marketing, Finance, and Operations) to understand business needs, perform gap analysis, and improve processes using Salesforce and customized software.
* Salesforce cloud services (Sales, Marketing Service)
* Salesforce account planning tool (i.e., preparation, plan details, create segmentation, opportunity, political, and insight maps)
* Wrote business cases for new products and prioritized product features.
* Developed “to be” business process workflow models with Visio for the order-to-cash, market-to-quote, case-to-resolution, master data management, and finance-to-reporting process areas.
* Wrote and prioritized user stories, defined business and functional requirements, modeled use cases, wrote process documentation, and provided user training.

Openet (June 2011 – December 2011)

Business Analyst (contract position)

* Worked with business stakeholders, sponsors, and Development to gather, analyze, document, and validate business and functional requirements on a Long Term Evolution (LTE) Monthly Recurring Charges speed tier project for AT&T Mobility.
* Wrote AT&T Mobility/Openet Use Case documentation for LTE MRC Speed Tier project.

InComm (April 2010 – May 2011)

Senior Business Analyst (contract position)

* Documented business processes and procedures.
* Managed backlog and artifacts (requirements, designs) in JIRA. Used the Agile methodology.
* Facilitated joint requirements planning.
* Worked with business stakeholders, sponsors and management to gather, analyze, document, communicate, and validate user stories and business, functional and non-functional requirements to assure the product met business objectives.
* Helped write project charter
* Wrote user documentation.
* Managed and mentored other business analysts on team.

AT&T (November 2008 – February 2010)

Product Manager/Senior Business Analyst (contract position)

* Product Manager for AT&T U-verse products.
* Collaborated with business stakeholders, product developers, and product designers on user stories, product requirements, design deliverables, feature enhancements and prioritization, defect mitigation, UAT, product launch, and lessons learned.
* Participated in sprint planning, daily Scrum, backlog refinement, product demos, and retrospectives using the Agile methodology.
* Worked with AT&T business stakeholders, sponsors, and management to elicit, define and document business, functional, non-functional, and reporting requirements for U-verse products.
* Wrote business rules catalog, project scope, and vision document.
* Liaison between customer and Development teams during requirements gathering and design.
* Conducted product walkthroughs.
* Wrote detailed use cases, documented business processes, and developed swim lane diagrams using Visio.
* Worked with business and Development teams to improve Wireless Local Number Portability process to reduce time to activate ported telephone numbers.
* Used market analysis to enhanced credit requirements rendering for personalized Course of Action (pCA) project to determine Mobility and Wireline credit requirements for AT&T products.
* Used data analysis to enhance customer profile display functionality and customer and store information reporting for pCA project.
* Provided warranty information for Wireless devices to be displayed in pCA, Wireline-only search capability, and data integration for unbilled and warranty data.
* Facilitated Joint Requirements Planning (JRP) sessions with AT&T Development team.
* Wrote detailed design documentation.
* Assisted in user interface development, QA and user acceptance tests.
* Traced functional, data and reporting requirements through design, testing, data validation and user acceptance. Led walk-through reviews with business stakeholders and Development team.

AT&T Mobility (September 2007 – April 2008)

Senior Business Analyst/Project Manager (contract position)

* Facilitated Joint Requirements Planning with Mobility and Wireline business sponsors, 3rd party vendors, Development team and other stakeholders for large, web-based call center data warehouse system used by all AT&T regions.
* Performed planning, monitoring, elicitation, requirements management, requirements analysis, solution assessment and requirements validation.
* Worked with business partners to align proposed technology solutions with business strategies.
* Conducted walkthroughs for business, functional and non-functional requirements with Business and Development teams.
* Analyzed business processes for shortcomings, bottlenecks, inefficiencies and cost. Documented business processes and procedures.
* Wrote project charter.
* Used the Agile methodology and participated in daily Scrum sessions.
* Wrote business rules, project scope, identified and gathered high-level and detailed business requirements, and developed functional and non-functional requirements and developed reports.
* Developed workflow and business process models using Visio.
* Performed requirements management.
* Liaison between software development team and internal customers.
* Maintained all documentation and associated artifacts in project documentation libraries using SharePoint.
* Large scale implementation for multiple geographical areas in the U.S over full software development lifecycle.
* Worked on multiple, concurrent projects on the Wireless and Wireline areas of AT&T.
* Responsible for project management, project scheduling, action item tracking, issues resolution, reporting and follow-up with business and technical teams.
* Developed business process diagrams and logical data models based on business needs.
* Assisted in GUI design, front-end analysis, QA, and process design.
* Traced functional, data and reporting requirements through design, testing, data validation and user acceptance.
* Wrote risk assessment and managed changes to baselined requirements.
* Wrote project scope, data dictionary, system design documentation, and other program documentation.
* Assisted Development team with data and reporting analysis and workflow processes analysis.
* Wrote ClarifyCM Book of Knowledge documentation for project managers, release managers and business analysts.
* Provided SharePoint user training and documentation.
* Helped configure and manage SharePoint sites and sub-sites.

Cox Communications (November 2006 – August 2007)

Technical Writer (contract position)

* Wrote Interactive Television Application Guide detailing Customer Relationship Management (CRM) processes. The document contains information on the suite of Point of Sale applications a Cox Digital Cable subscriber accesses thru TV via remote control.
* Wrote technical requirements documentation and other process documentation for e-commerce, marketing-based Interactive Television Application, an order management system.

Cingular (September 2005 – March 2006)

Business Analyst (contract position)

* Wrote and edited project scope document, user guide, several functional specification guides, several detailed design documents, an installation guide, several configuration guides, and business requirements documentation for a large scale, long-term implementation for multiple geographical areas in the U.S.
* Developed test cases,
* Trained business users.
* Helped facilitate user acceptance testing.

Georgia Systems Operations Corporation (March 2005 – July 2005)

Business Analyst (contract position)

* Worked with project stakeholders to identify and improve business processes and to identify and prioritize detailed functional and business requirements.
* Wrote Vision document, Statement of Work, use cases, business requirements documentation, design documentation, and a data dictionary.
* Documented business rules and workflow processes.
* Wrote project scope and risk assessment. Helped manage scope changes, provided issues tracking, and provided change management for requirements.
* Developed business process models, and helped develop prototypes and test plans.
* Wrote/edited Acquisition & Implementation, Planning & Organization, Delivery & Support, and Monitoring COBIT compliance documentation used for IT audits
* Complied with Sarbanes-Oxley requirements.

BellSouth (April 2004 – February 2005)

Business Analyst/Web Development Design (contract position)

* Wrote, designed and edited technical presentations for BellSouth’s Cyber Response Team using PowerPoint, Excel and Visio.
* Wrote and edited PowerPoint presentations for weekly executive briefings.
* Wrote and edited technical requirements documentation, system documentation, user documentation and training documentation.
* Updated customer facing website.
* In charge of user interface development, web design, and consumer website development for a corporate, vertical portal implementation used by several hundred BellSouth customers. Developed image-based mockups and paper prototyping. Designed look and feel of entire system, designed all screens, wrote all screen text, positioned various levels of navigation to move between screens, and wrote detailed design specification used by programmer to code.
* Maintained all documentation and associated artifacts in project documentation libraries using Documentum.

EarthLink (2004)

Technical Writer (contract position)

* Wrote online CRM customer support documentation, marketing, and web content design and documentation for iPhone call basics, dialup troubleshooting, new hires, value-added services, Internet call waiting, and Internet concepts.

BellSouth (2003)

Senior Business Analyst (contract position)

* Worked closely with business owners, project managers, and developers to elicit functional requirements, non-functional requirements and business requirements for a large scale, long-term implementation for multiple geographical areas in the U.S.
* Performed use case modeling and task/workflow analysis.
* Wrote functional specifications documentation and a data dictionary.
* Developed data and business process models, a business rules catalog, and a risk analysis for web based systems.
* Developed workflow process documentation and activity diagrams.
* Helped analyze current and future state business processes.
* Provided gap analysis.
* Developed use cases including basic flow of events, alternate paths, exception paths, pre-requirements, post requirements, inclusion use cases and extension use cases.
* Assisted in product development of logistics and manufacturing system.
* Conducted JRP sessions, made process improvement and system enhancement recommendations.
* Assisted in data and reporting analysis, and provided some project management for e-commerce systems.
* Assisted in screen design.
* Wrote testing, training and user documentation. Developed documentation standards and templates.
* Designed and edited conceptual design documentation, detailed requirements documentation, system documentation, process and procedure documentation, user documentation, training documentation and network/support technical documentation.
* Assisted in traceability of requirements to design and test plans.

BellSouth (2000 – 2002)

Business Analyst (contract position)

* Assisted in web development, functional testing, business process documentation, Joint Requirements Planning sessions, and use case development.
* Large scale, long-term implementation for multiple geographical areas in the U.S. Worked on full project lifecycle (SDLC) from discovery to implementation.
* Wrote and designed conceptual design documentation, detailed requirements documentation, training and user documentation, administration documentation, software engineering procedural documentation, a release management guide, procedures guides, customer support documentation, and documentation standards and guidelines.
* Design and requirements documentation were written in compliance with CMM and CMMI standards
* Wrote a data dictionary for in-house release management and configuration management system, packaging software and related test procedures.

HealthSouth (1999-2000)

Business Analyst (contract position)

* Conducted requirements reviews for Accounts Receivable, Accounts Payable, and General Ledger modules for web based system with focus on PeopleSoft financials modules.
* Developed use cases.
* Documented CRM processes for hospital-based healthcare software and billing system (using HIPAA standards).
* Wrote Statement of Work and a business rules catalog.
* Wrote program functional requirements, business requirements, business flow diagrams, data dictionary, process documentation, web content user documentation and IT policies and procedures documentation.
* Helped validate requirements and assisted in web design and screen design.

OneCoast (1999)

Business Analyst (contract position)

* Documented “as is” and “to be” business processes for Point of Sale order management e-commerce, web based sales and marketing system for retail company in the gift business. System was a large scale, long-term implementation for multiple geographical areas in the U.S.
* Worked with business owners, project managers, and developers to agree on consistent business definitions, and elicit and prioritize functional requirements, non-functional requirements and business requirements with regard to sales, financial reports, business intelligence analytics (e.g., ETL, report and query, OLAP multidimensional cubes, etc.), scorecards, and dashboards.
* Wrote functional requirements, non-functional requirements and business requirements (including reporting requirements).
* Conducted requirements reviews and developed multiple use cases.
* Worked with business owners and developers to ensure source systems captured data on which business owners wanted to report and analyze.

Melita International (1997-1998)

Business Analyst (contract position)

* Translated business needs into functional requirements from interviews, document analysis, Joint Requirements Planning sessions, business process descriptions, and business/workflow analysis.
* Developed use cases, business rules, and requirements specifications.
* Assisted in user interface development.
* Wrote in-house user, system, and online Help documentation for Call Center desktop product line.
* Wrote network operations documentation for company data center.
* Wrote training documentation for instructors and software process documentation.