

SUMMARY

Data-driven leader with skills in scrum, product, business analysis, databases, data analysis, systems analysis, program management, requirements gathering, enterprise architecture, IT networking, wireless, documentation, and Visio.

EMPLOYMENT

Business Analyst / Project Manager, (contractor), F&M Bank, Long Beach, CA 1/2019 - 11/2020

- Responsible for status updates, Kanban backlog, roadmap, stories, requirements, acceptance criteria, schedule, and requirements documentation for projects related to IT Transformation Program. Provides deliverables to CIO, CTO, PMO, ITSM and VP of Governance. Prepared “as-is” requirement analysis, and mapped end-to-end business processes and interdependencies between applications, servers, and SaaS. Engaged SME in core operations (API, data flows and ETL), security, online banking, credit, lending, BSA/AML (ML/AI scenarios), LOS, credit, ATM, Debit, Credit Card, Compliance, Training, and item and image processing.
- Assisted with vendor selection by documenting requirements, architecture, functional processes. Helped with logical schema for identifying point of integration for SIP port mirroring. for new fraud analytics system
- Prepared gap analysis of production and DR site infrastructure. Created logical topology analysis of WAN connectivity and security infrastructure (LTE, INET, firewalls, Secureworks, VPNs). Data center requirements analysis and diagrams for power and network equipment including, layouts, building management systems, power supply equipment, PDUs, UPSs, and large-scale lithium battery configurations. Used Nutanix Prism to monitor cloud storage.
- Prepared time-series analysis on VM- infrastructure metrics to track functional and cloud storage trends.

Product Owner & Business Analyst / Co-Founder, Transom Technologies. LLC, Palo Alto, CA 05/2010 - 12/2018

- Served as agile scrum product owner/analyst to drive innovation and product development in location-based services space. Created initial vision of a content personalization system, integrating cloud, telematics, GPS, wireless, vector of travel and machine learning.
- Responsible for EPICs, stories, and the connected services platform - recommendation engine, location-based intelligence & GPS, receiver metadata, telematics, and multiple broadcast communications platforms (cable, cellular/mobile, WI-FI). Put stories in JIRA, and created backlog roadmaps to drive prioritization of backlog.
- Prepared business case for predictive analytics feature based on user-receiver, cloud, GPS, current location and vector of travel. Worked with engineering on system design requirements and initial systems and methods for patent #US11155146. Prepared pricing analysis based on weighted pricing metrics (per device, unit/user, data usage, delivery method, & ad views).

Project Manager, The Colby Group, Palo Alto, CA, 03/2006 - 04/2010

- Assisted CTO of Wi-Fi enabled phone startup with agile project management, meetings with offshore teams, and requirements for Wi-Fi/CDMA chip (voice, text, video, messaging, security, GPS, applications). Responsible for status reports, resolving issues and monitoring IEEE 802.11 standards meetings. Also, assisted with marketing, roadmap, product data sheets, PowerPoint presentations, and updating website content.

Product Owner, Speak-With-Me, Mountain View, CA 07/2003 - 02/2006

- Responsible for marketing and product development for automatic speech recognition (IVR/ASR) product for consumer devices, and the application used song database, SQL, and Natural Language Programming. Responsible for agile project management, MRDs, roadmaps, and scheduling. Prepared competitive analysis on ASR vendors. Customer and investor presentations.

Project Manager, Athene, Redwood City, CA 06/2002 - 06/2003

- Managed E-Commerce analytics, database integration, ad server programming, A/B testing, Java, UI/UX, & SEO. Optimized ad production process flow and revenue recognition process. Data storytelling and reports to executive stakeholders.
- Testing and feature review for new mobile phone video application for mobile app client.

TAMARA SOPHIE COLBY (page 2/2)

EDUCATION

MBA College of Business, San Francisco State University
MA Urban Planning (data science), Luskin School of Public Affairs, University of California, at Los Angeles
BA Development Studies (economics, statistics), University of California, at Berkeley

Pricing Telecom Services, Dept. Management Science and Engineering, Stanford University
Trends in Telecom, Dept. Management Science and Engineering, Stanford University

BUSINESS SKILLS

Product Management	Business Cases	Gap Analysis	Innovation, Ideation
Data Analysis and Insights	Strategy & Risk	Financial Analysis	Leadership
Visualizations, Graphs	Scoping/Estimation	Business Impact Analysis	Negotiation
Business Requirements	Budgeting/Scheduling	BCP/Disaster Recovery	Presentations

TECHNICAL SKILLS

GCP, AWS	Systems Diagrams	SharePoint	Visio
Excel, SPSS, SAS, R	Layout & Elevation Diagrams	Documentation	MSOffice MS Project
Access, MySQL	Network Diagrams	SDLC	JIRA
Master Data Management	Data-Flow-Diagrams	ITSM	ITIL

CERTIFICATIONS, COURSES & SEMINARS

Certified Scrum Product Owner, Scrum Study
Data Science 101: statistical foundations of predictive analytics using R, (class) Hacker Dojo, Mountain View, CA
SQL Saturday, data wrangling, reporting, Azure (classes), Huntington Beach, CA
How to Create Compelling Product Roadmaps, (class), 280 Group, Los Gatos, CA
Learning Cloud Computing: The Cloud and DevOps (course), LinkedIn
Learning Amazon Web Services (AWS) (course), LinkedIn
Energy Storage & Advanced Battery Technology, (cert.) Santa Clara University, Dept of Engineering, CA
IoT Foundations: Fundamentals, (course), LinkedIn

PRESENTATIONS & PUBLICATIONS

Technology Innovations, (*public presentation*) IEEE, Society of Manufacturing Engineers Conference
Embedded Wireless Heats Up, (*article*) SV Forum News
Entrepreneurial Opportunities in Wireless, (*Masters Project*), SFSU, College of Business
New Business Models in Wireless, (*public presentation*) Bay Area Wireless Users Group

PATENT

Patent #US11155146 - Systems and methods for providing customization in asymmetric communication.

VOLUNTEER

Veterans' Expressions, digital media arts (photography, video, cloud) with disabled vets, American Legion, Westminster, CA
Map Time LA project for Los Angeles County Food Bank, CA (co-created food pantry finder web-based app)
Data Science Salon, Los Angeles, CA (venue setup, help attendees install Slack, speaker wrangling)