**Marisela Lares**

**MBA, CSPO**

**(469) 583 0536**

[**mlares1@gmail.com**](mailto:mlares1@gmail.com)

PROFESSIONAL SUMMARY

* IT Professional with over 15 years of IT related experience as Product Owner and Business Systems Analyst.
* Extensive experience with requirements gathering, developing workflows and user stories.
* Expertise in Scrum Agile SDLC and a Certified Scrum Product Owner (CSPO)
* Experience in Waterfall SDLC, preparing Business Requirement documents (BRDs), Functional Specification Documents (FSDs), AS-IS and TO-BE workflows using Swim Lane diagrams.
* Extensive experience in Telematics and Telecommunications industries.
* Extensive experience usingMS Office Suite products including MS Project.
* Excellent analytical, problem-solving and time management skills.
* Excellent communication skills in English as well as in Spanish.
* Ability to rapidly learn new concepts together with excellent verbal, written, interpersonal skills.
* Exceptional ability to build productive relationships with colleagues, clients, and vendors across all functional and technical disciplines, providing focused project management, accurate and detailed business and system analysis.

PROFESSIONAL EXPERIENCE

**SiriusXM Connected Vehicles, Inc.** Irving, Texas **October 2014 – Present**

*Sr. Product Owner*

* Led two agile teams and delivered multiple telematics programs: Honda MY17, Acura MY19, Honda MY21 and Hyundai Migration CWP.
* Responsible for gathering, managing and prioritizing the product backlog for each agile team.
* Responsible for creating user stories, defining acceptance criteria, grooming stories, prioritizing stories to a sprint, accepting user stories and setting sprint goals.
* Facilitated story mapping sessions, daily standups, product backlog refinement, sprint planning and sprint review/demo meetings.
* Worked with key stakeholders to understand business requirements and convert them into user stories.
* Responsible for communicating project status to business stakeholders.
* Defined short and long term product vision and communicated it to the agile team and stakeholders.
* Prioritized resolution of defects/bugs.

**Verizon Telecom,** Irving, Texas **March 2014 – October 2014**

*Sr. Business System Analyst,* Enterprise Data Warehouse (EDW)

* Gathered business requirements from V-CES Campaign Management business owners.
* Documented requirements as BRD, screen mockups, screen navigation, and business rules.
* Reviewed and obtain sign off on business requirements and design documents.
* Responsible to track, analyze and assign defects (issues/bugs/enhancements) provided through the Quality Center tool.
* Responsible for providing daily defects reports to the top-level management

**Verizon Business,** Irving, Texas **May 2012 – July 2012**

*Sr. Business System Analyst,* Global Contracting Tool (GCT)

* Gathered, documented and secured sign-off on business requirements from GCT business owners, documentation included business requirements document (BRDs), system requirement documents (SRDs) and design documents.
* Worked very closely with development team as well as quality assurance team in order to successfully implement the requirements.
* Performed validations on GCT tool in order to guarantee that requirements were implemented as per design.
* Served as primary point of contact for development as well as quality assurance team to obtain clarifications or concerns on requirements.

**Verizon Business,** Irving, Texas **March 2010 – May 2011**

*Sr. Business System Analyst,* VzB Executive Dashboard (EDB)

* Responsible for user interactions to understand business user’s requirements in different functional areas.
* Gathered and documented business requirements, including screen mockups, screen navigation diagrams, process flows diagrams and business rules.
* Responsible to communicate business requirements to developers and follow up their progress during the development phase.
* Worked with team leads and Project Managers to ensure requirements are met within timelines.
* Attended daily status calls with team leads and developers to monitor the development progress.
* Performed Unit Testing, Functional Testing and Quality Assurance for each metric developed and integrated to EDB.
* Performed data validations and data analysis for each metric added to EDB.

**Verizon Data Services,** Irving, Texas **January 2010 – March 2010**

*Business System Analyst,* SSP GUI Ordering System

* Gathered and documented business requirements, including screen navigation diagrams, use cases, process flows diagrams and business rules.
* Wrote SQL queries to pull Ad-Hoc reports.
* Identified application gaps as well as capture and document application improvement.
* Responsible to coordinate SSP GUI Work Requests in Forte and PM Tool.
* Responsible to monitor, update, route and close application defects (IRs) using CMIS tool.
* Created daily reports on IRs status for SSP GUI- IT Director and presented them on a daily PM call.
* Worked with team leads and Project Managers to ensure work requests are met within timelines.

**Verizon Data Services,** Irving, Texas **August 2008 – December 2009**

*Business System Analyst,* Account Management Tool (AMT)

* Responsible to coordinate User Bulk Loads with AMT business owner.
* Responsible for Train the Trainer sessions. Usually, with 60+ attendees via conference call and Sametime meeting.
* Responsible to create, update and distribute the AMT Training document to be used during Train the Trainer sessions.
* Created Daily, Weekly and Bi-Weekly reports and distributed across top management. Some of these reports include: Repeat Billing Queue Report, Repeat Calls Scorecard, Follow-ups and Escalations Report, National and all regions Usage Report, AMT Server’s Report, Server Processing Time, among others.
* Performed Unit Testing, Functional Testing and Quality Assurance on AMT Reports section within the tool
* Responsible to distribute the Release Note document to AMT Business owner one week prior AMT code drop.
* Gathered, documented and communicated business requirements to developers and follow up their progress during the development phase.
* Worked with team leads and Project Managers to ensure requirements are met within timelines.
* Attended daily status calls with team leads and developers to monitor the development progress.
* Developed Use Cases in UML (Unified Modeling Language).

**Verizon Business,** Irving, Texas **August 2006 – August 2008**

*Business System Analyst,* VzB Executive Dashboard (EDB)

* Responsible for user interactions to understand business user’s requirements in different functional areas; such as: Operations, Sales, IT, HR and Finance.
* Gathered and documented business requirements, including screen mockups, screen navigation diagrams, use cases, process flows diagrams and business rules.
* Responsible to communicate business requirements to developers and follow up their progress during the development phase.
* Worked with team leads and Project Managers to ensure requirements are met within timelines.
* Attended daily status calls with team leads and developers to monitor the development progress.
* Developed Use Cases in UML (Unified Modeling Language).
* Performed Unit Testing, Functional Testing and Quality Assurance for each metric developed and integrated to EDB.
* Identified process gaps as well as capture and document process improvement
* Identified, documented and assigned bugs/issues present in the production/Staging site to developers.
* Prepared and maintained documentation (technical specifications, high-level and detailed design) for more than 70% of the metrics available in EDB within sections like: Top Metrics, Operations, Sales, Customer Experience, HR and IT. Some metrics are: On Time Performance, Provisioning Interval, Order Volume, Mean Time to Repair, Repeat Failure, Failure Frequency, Failure After Install, Long Duration Tickets, Global Headcount, Global Hires and Promotions, Global Attritions, etc.
* Worked with ETL developers to create DTS packages using MSDTS designer as per Business Requirements. Support developers in table design and troubleshoot inaccuracy of data.
* Worked closely with the business owner of the following data sources: OPM Dashboard, Caymart, ETMS, ITW and VBCC; in order to understand the logic to be used while extracting the data from those data sources.
* Performed data validations and data analysis for each metric added to EDB.

**Expeditors International of Washington** Dallas, Texas **February 2006 – July 2006**

*Business Analyst*, Project for Invoicing

**La Quinta Corporation** Dallas, Texas **August 2005 – February 2006**

*Business Analyst***,** Project for Tuition Reimbursement Program

**MINIMAX Consultores C.A.** Caracas, Venezuela **January 2004 – July 2005**

*Jr. Business Analyst*, IT Department

**Petróleos de Venezuela S.A. (PDVSA)** Caracas, Venezuela **October 2002 – December 2003**

Leading Oil Company of Venezuela

*Internship,* IT Department (INTESA)

EDUCATION

**Master of Business Administration (MBA) in Project Management** (GPA: 3.97/4.0)

*University of Dallas, Irving, TX.*

**Bachelor of Science in Systems Engineering**

*Universidad Metropolitana (UNIMET), Caracas, Venezuela*

AWARDS/ CERTIFICATIONS

**Certified Scrum Product Owner**

*Scrum Alliance*

SKILLs

Scrum, Agile, User Stories, Backlog Prioritization, Sprint Planning, Sprint Review, Product Backlog Management, Product Development, Business Analysis, Strategic Planning, CWP, UX/UI, invision, AWS, APIs, Swagger, JIRA, MS Office Suite, MS Excel, MS PowerPoint, MS Project, SQL, Product Management, Project Management, UML, Waterfall, analytical, problem-solving, time management, bilingual in Spanish, teamwork.