Tony-Iman Lama | Product Owner | (517)918-7291 | tony.lama4@gmail.com

Abilities & Skills:

- 10+ years of experience as a Product Owner in Software Development Life Cycle (SDLC) and Business Process Reengineering in both Business & IT domains. Documentation: BRD (Business Requirement Document), FRD (Functional Requirement Document) and Non-functional Requirement Document.
- Good understanding of Agile Methodology, developing user stories, creating a Sprint backlog, and participating in Sprints. Experience in developing detailed functional specs through JAD sessions, interviews, and on-site meetings with business users & and the development team.
- Significant experience implementing SAP, Salesforce, and SharePoint.
- Experience in interviewing Business users & SMEs, providing recommendations to resolve issues for various business/technical groups & defining strategic solutions to business problems in a multiple project environment. Experience in an analytical function related to Auto Finance (Ally & Ford)
- Extensive experience in Feature File writing & Test Case writing (manual test cases) and conducting UAT (User Acceptance Testing).
- Experience writing Manuals (System guides, training material for business users, and Deployment guides).
- I have a robust root cause analysis and prioritize tasks with business users in case of any issues.
- Proven success in delivering software with Agile Scrum methodology.
- Experience with application content management, portals, e-commerce, and mobile application development.
- Experience working with the following software products: Atlassian Tool Suite (especially JIRA and Confluence), Microsoft Visio, Microsoft® Office Suite
- Experience with Flow chart diagrams that map out a process (Show step-by-step flowcharts).
- Experience with screen design (Mockup) products or features and how they will look and be used.
- Experience with Agile backlog management tools such as Jira-Confluence and Azure DevOps.
- Ability to work with executives and stakeholders, including product managers and Subject Matter Experts, to discuss the value of the PMO, its goals, and its methodologies.
- I am proficient in relational database management systems (RDBMS), Structured Query Language (SQL), and Microsoft applications, including Word, Excel, and Visio.
- Strong working experience extracting data from Oracle database using SAS, Access, SQL tool, converting to Power Query, and developing Power BI dashboard/ report.
- Experience owning and managing projects and displaying strong leadership and facilitation skills.
- Practical verbal and written communication skills, including presentation skills.
- Problem solver with a solid solutions/implementation focus
- I have extensive experience working with HIPPA data; Ally employees or contractors must comply with HIPAA laws annually. These federal regulations govern the legal use and disclosure of protected health information in the United States.
- A high degree of flexibility, adaptability, and conflict management capability
- Self-motivated, self-directed, and politically astute; able to communicate effectively with all levels of internal and external organizations.

Ally, Detroit, MI (Auto Finance)   Aug 18 – Feb 24
Product Owner
I worked on Ally's Advantage Projects, including developing ALFA Commercial and retail applications and ACCM Commercial dealer business applications.

- I reported to the senior director and managed, delivered, and supported assigned projects.
- Accountable for the product's success by maximizing the development team's output within a scrum framework and supporting the Product Development team in maintaining product focus and vision during and after product roll-out.
- I worked on ad hoc projects and analyzed ad hoc items throughout the ordinary course of business (e.g., operational, financial, banking, insurance, mortgage lending, audit, IT, etc.).
- Created Power BI Dashboards/ reports and data models, developed SQL queries, and transformed data into a data structure that provides meaningful insights on the Power BI dashboards.
- Worked closely with business stakeholders, product/project managers, and technical teams to understand, analyze, refine, prioritize, and communicate needs to thoroughly understand project scope, objectives, and requirements. I collaborated with stakeholders to understand their business process requirements and helped them with enhancement requests for ACCM.
- I created features and stories with detailed acceptance criteria for enhancement requests on ACCM to address stakeholders' business problems.
- I also partnered with Scrum Masters/Project Managers during sprint planning, prioritizing stories with the highest business value and aligning with enterprise standards and business roadmaps.
- I collaborated with product development teams across the company to resolve issues and design solutions to meet business requirements.
- Furthermore, I worked closely with architects and delivery leads to drive solutions to production.
- I owned and updated the sprint goals and worked with the Director of Products.
- I collaborated with the Agile team to prepare estimates for the user stories within the product backlog.
- I formally reviewed and accepted user stories implemented by the Agile team within a sprint.
- I also drove the execution of user acceptance testing (UAT) activities with support from business and technology team members.
- Worked with product managers to analyze results after product launch.
- Supported the product development team in its effort to engage all cross-functional teams within Ally's stakeholders to ensure the product's success.
- Managed the product lifecycle from planning through development, launch, and ongoing enhancements.
- Supported the definition, development, and delivery of the product(s) following the Ally Advantage Systems lifecycle process.
- I have extracted Commercial & Retail data from the ORACLE Database using ACCESS, SAS, and SQL Developer tools.
- I have worked with business users to support data migration, validation, cleanup, conversion, and reconciliation activities. Coordinated rollout activities with the business, which include coordinating and preparing release notes, user guides, and training material for the end users.
- Additionally, I also worked closely with delivery teams and business analysts to translate business requirements into workable product backlogs.
- Moreover, I provided daily support to the application/Product platform, which included integrations and administration, and gained a deep understanding of the ACCM platform's current and future capabilities.
- Lastly, I participated in team planning and activities to improve my skills, knowledge, and the quality of my work.

Kensington Inc, Farming, MI (eCommerce/ LBS e-Solutions)   Dec 15 – July 18
Product Owner
I reported to the IT Director, and my primary role at Kensington was as a product owner. I worked on multiple software application projects and supported them by leveraging partnerships with IT teams (e.g., operations, infrastructure, architecture), vendors, and business leaders. Responsible for working directly with technical teams to translate business requirements and functional specifications into logical program designs, code modules, stable application systems, and software solutions. Work closely with business leaders and across IT teams to ensure the delivery and performance of business solutions.

- I have developed solutions and implemented requirements to support the growth of Kensington's LBS and eCommerce products. This includes launching products and collaborating with engineering and other product areas to define the proper structure for Kensington products.
- I have been involved in developing solutions and implementing requirements to support the growth of Kensington's LBS and eCommerce products. This includes launching products and collaborating with engineering and other product areas to define the proper structure for Kensington products.
- I have worked with the Application development and support team, which includes onshore and offshore developers, BAs, and QAs.
- I have worked closely with the product design and sales/marketing management teams and developed consumer web applications using Java and the .NET platform.
- I have facilitated planning and requirements meetings, understood and created solutions to improve Business user experience and agile product development support, and participated in Sprint ceremonies.
- I have also collaborated with the product development team and translated business requirements into technical specifications for the proposed solution. I have designed, developed, and modified software systems using scientific analysis and mathematical models to predict and measure the outcomes and consequences of design.
- I have maintained reusable scripts, technical documentation, and specifications; developed user stories and initial wireframes to guide the architecture of the proposed solution; and developed software test plans. I have participated in regression, quality assurance, and user acceptance testing.
- I have conducted necessary sessions/focus groups with users to gather feedback on the functionality developed within each agile sprint and translated user feedback into refined requirements for the development team. I have liaised between client business users and the development team, communicating and interpreting requirements and technical solutions, gathering new product ideas, and enhancing current solutions through collaboration.
- I have also extracted commercial and retail data from the ORACLE Database using ACCESS, SAS, and SQL Developer tools. I have worked with business users to support data migration, validation, cleanup, conversion, and reconciliation activities, as well as with the training department to develop a strategy and define training requirements. I have coordinated rollout activities with the business, which included coordinating and preparing release notes, user guides, and training material for the end users.
- I have worked with key business stakeholders to define product requirements, vision, and long-term strategic roadmap. I have built product feature enhancements based on customer feedback, market analysis, organizational business priorities, and ROI.
- I have prioritized backlogs based on stakeholder feedback, non-functional impact, and marketplace disruption and worked closely with senior leadership to define and prioritize the product backlog and roadmap. I have actively managed stakeholder expectations, focusing on the vision and release plan, and communicated clearly and frequently with the Scrum team.
- I have worked with the incidents team from initiation until an acceptable workaround was in place or resolved and coordinated appropriate resources to resolve critical incidents through service and operational level agreements (OLA).

Ford Motors, Dearborn, MI (Automotive/ Auto Finance)   June 14 – Nov 15

Technical Business Analyst

I reported to the IT Director and worked with a senior leader responsible for product development, product delivery, and support of assigned projects. Activities include project definition, estimation, collaboration with delivery teams, removal of impediments, management of dependencies, and project communication to deliver projects according to project goals, timelines, and budgets. I was responsible for developing solutions and implementing requirements to support the growth of Ford's Fleet Sales globally and Ford's incident support application ServiceNow. This includes launching products and working closely with engineering and other sales & marketing members to define the proper structure to support Ford Fleet products.

- I collaborated with the application development and support team, which included onshore and offshore developers, project managers, and quality assurance professionals.
- I partnered with the product design and sales/marketing management team to launch a global Fleet Business Management application for the European, Mexican, and Canadian markets.
- The applications were developed using a combination of Java and .NET platforms.
- I engaged with key Fleet Sales & Marketing stakeholders to establish the product requirements, vision, and long-term strategic roadmap.
- I regularly adjusted priorities based on stakeholder feedback, non-functional impact, and changes in the marketplace.
- I actively managed stakeholder expectations, emphasizing the vision and release plan, and maintained clear and frequent communication with the Scrum team.
- I collaborated with stakeholders to understand their business process requirements and helped them with enhancement requests for ServiceNow.
- I created product features and stories with detailed acceptance criteria for enhancement requests on ServiceNow to address stakeholder business problems.
- Furthermore, I collaborated with stakeholders to understand their business process requirements and supported enhancement requests on Ford's Fleet.
- To address stakeholders' business problems, I created features and stories with detailed acceptance criteria for enhancement requests on Ford's Fleet.

Stanley, Fisher, IN (Access Control/ Security Solutions)   May 12 – May 14

Product Owner

I reported to the Product Development Director and worked with a senior leader responsible for product development, product delivery, and support of assigned projects. I managed the application development and support team, including onshore and offshore developers, PMs, and QAs. I also worked with the product design and sales/ marketing management team. I launched a global Access Control services application (for the European, Chinese, UK, and Canadian markets) built on a combination of JAVA and Dot Net platforms.

- I created features and stories with detailed acceptance criteria for the enhancement requests to address the stakeholders' business problems. I also closely collaborated with delivery teams and business analysts to translate business requirements into workable product backlogs.
- During sprint planning, I partnered with Scrum Masters/Project Managers to prioritize stories with the highest business value and align them with enterprise standards and business roadmaps.
- I worked with product development teams to resolve issues and design solutions to meet business requirements. I collaborated with architects and delivery leads to drive production solutions and updated the sprint goals with the Director of Products. I worked closely with the Agile team to prepare estimates for the user stories within the product backlog. I also drove the execution of user acceptance testing (UAT) with support from business and technology team members.

Technical Skills

- Databases: Oracle, SQL Server, MySQL
- Data Governance Tools: Collibra, Workflow Designer, Lineage Harvester
- Web: Web & Mobile
- Programming: SQL, PL/SQL
- Software: Clarity, JIRA, TFS, MS Project, MS Visio, MS Office Suite 365 (Access, Word, Excel, PowerPoint), Power BI, SharePoint, Salesforce CRM/ HRM, SAP BO, lineage harvester, Collibra Data Lineage, DevOps, Quick Book, Adobe Photoshop both CS6 & CCS, Zoom, WebEx, ServiceNow for Ticket Tracking app
- Data Integration: SQL Server Integration Services (SSIS), DataStage
- APIs: REST, Open API, Partner APIs, Web API, Soap
- On the Cloud: Azure, Amazon Web Services - AWS
- Methods: Agile, Scrum, Waterfall

Education & Certifications

- Bachelor's degree in computer science, Nagpur University, Nagpur, India
- Agile Scrum Master, Product Owner, SAP BO, Salesforce CRM, and Salesforce HRM.