

# PRATYUSHA SOMA

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## PROFESSIONAL SUMMARY

A proactive and technically proficient Delivery Lead. Adept at analyzing technology usage versus company needs and delivering projects by collaborating effectively with stakeholders. Strong research, problem solving, communication and project management skills to coordinate and deliver projects.

## CORE QUALIFICATIONS

- Certified ITIL professional in IT Service management.
- SMC® Scrum Master Certified.
- SPOC® Scrum Product Owner Certified.
- Over 15+ years of professional experience in technology, business analysis, requirements gathering, business process mapping, team management, delivery management & project management.
- Proven experience in Entertainment, Media, Manufacturing, Banking, Insurance and Utilities sectors in areas like Digital & Marketing Technology, Operations, Finance, Management etc.
- Comprehensive experience in end-to-end SDLC - Waterfall, Agile (Scrum, and Kanban)
- Experience in working with multiple vendors and geographically distributed teams.
- Proven skills in coordinating and facilitating sessions and workshops with stakeholders to interview analyse and identify areas of issues and improvements.
- Experience in efficiently facilitating Scrum Ceremonies like Sprint Planning, Sprint Review, Sprint Retrospective, Daily Stand Ups and Backlog Refinement.
- Strong stakeholder management and vendor management skills with proven ability to promote collaboration between stakeholders, product owners, SMEs, and developers by removing roadblocks and fostering communication.
- Implementing Successful Onsite-Offshore model.
- Excellent Project Management and Problem-Solving skills with good experience in meeting deadlines in high pressure environments.
- Sufficient technical background to accurately and objectively evaluate complex program/project risks and technical issues
- Commendable communication, documentation, and interpersonal skills to convey information and ideas.
- Excellent knowledge of Agile Tools like JIRA and Confluence.

## Technical Skillset

- Good knowledge on Adobe Personalization Tools – AEP, ACM, JO, AT.
- Knowledge on Salesforce
- Knowledge on SAP Tools - Business Intelligence, Business Objects, SAP BW/4 HANA.
- Excellent Reporting Capabilities using various tools like Business Objects, BEx Query Designer, WebI, Analysis for Office & Microsoft Tools.
- Knowledge on Power BI & Tableau.

**WORK EXPERIENCE****Tabcorp****Duration: 22nd Mar 2021 – Till Date****Designation: Delivery Lead****Roles & Responsibilities:**

- Manage different cross functional Squads as a Delivery Lead.
- Facilitating Scrum Ceremonies like Sprint Planning, Sprint Review, Sprint Retrospective, Daily Stand Ups and Backlog Refinement.
- Work closely with Product, Digital and CRM Teams to define and deliver projects.
- Assess business & stakeholder requirements for the CRM and Data team to build and execute personalized customer experiences leveraging Adobe MarkTech Stack and Data Science models.
- Facilitating clear and open communication between business users, developers, product owner and engineering lead.
- Support the product owner by discussing business impacts and dependencies that can help with backlog prioritization and refinement.
- Risk assessment & mitigation, Process improvements & governance.
- Facilitate a constructive resolution of conflict, both within and outside the team.
- Represent team in weekly cross team forums and prepare sliders for consolidated demo.
- Communicate progress through Daily status reports, reporting key metrics for features, e.g., team velocity, cost, risks, issues and other key project indicators.
- Coordination with 3rd party vendors like Accenture, Merkle, Ogilvy.
- Manage stakeholder engagement and requirements/user story elicitation, process, and workflow mapping.
- Derive the requirements in the form of stories, epics, features.
- Assist with reviewing existing operational and support processes and identify opportunities for improvements in the existing business processes.
- Define and document high-level Business strategy/Business cases.
- Create "as-is" and "to-be" models using BPM.
- Facilitate discussions and documentation of requirements for the adobe component integrations.
- Document User Test Plans and support business users with Data validation /quality assurance testing (UAT) to ensure all changes are tested successfully and signed off before production deployment.

**SAI Global****Duration: 8<sup>th</sup> Feb 2021 – 19<sup>th</sup> Mar 2021****Designation: Business Analyst (Short Term Contract)****Roles & Responsibilities:**

- Analyse and validate the usage of existing Adobe Systems and Tools and document them.
- Analysis to validate Adobe Integration with other systems by acting as a conduit between the end users and development team.
- Coordinate and facilitate sessions and workshops with stakeholders to interview, analyse and identify existing workflows and problem areas.
- Create "as-is" and "to-be" models using BPM.
- Based on the analysis create a document that suggests how Adobe Systems and Tools can be used in a better way for Marketing at SAI Global.

**NewsCorp Australia****Duration: 9<sup>th</sup> Jan 2019 – 30<sup>th</sup> Sep 2020****Designation: Business Analyst****Roles & Responsibilities:**

- Business Analyst to support the sales & business operations teams through analysis of business performance and financial modelling.
- Provide recommendations for operational efficiencies and process improvements by documenting and mapping out the processes.
- Coordinate and facilitate sessions and workshops with stakeholders to interview, analyse and identify areas of issues and improvements.
- Analyse and communicate ideas with the business and technical teams and hence bridging the gap between them.
- Assist management team in determining sales potential and provide recommendations on how to deliver said potential
- Assist National Sales Operations team to drive the customer segmentation process within the state by supplying the management team with the relevant reports and data analysis.
- Produce reports on financial performance across state-based products and multiple platforms, ensuring they adhere to national standards and lead to business performance improvement.
- Manage the business units reporting to ensure reporting and analysis is user friendly and supports business needs and decision making.
- Assist with budgeting, setting targets, forecasting and management of costs.
- Ensure ongoing visibility of customers' performance and movement of segments in national sales operations.
- Supply management with competitor and other divisions' performance in relevant areas such as growth and non-performing sectors using various Microsoft tools and Analytics Tools like SAP BO, Tableau.
- Monitor and recommend industry best practise and insight across all digital reporting and analysis.
- End to end automation of Performance/Incentive Management using Performio.
- End to end automation of Portfolio Management using Salesforce.
- Produce, supply & maintain KPI's that adhere to National Standards in conjunction with Local & National Stakeholders.

**Infosys Limited****Duration: 9<sup>th</sup> June 2008 – 13<sup>th</sup> Nov 2018****Designation: Business Analyst****Client: Ausgrid (Sydney)****Duration: From Sep 2016 to Nov 2018****Roles & Responsibilities:**

- Worked as a Business Analyst to bridge the gap between the Business and SAP team by representing business to project teams during scope, requirements definition/gathering, development, testing and implementation stages of agile based project.
- Worked on assessing the current processes and workflows to determine areas of improvements and redefined processes to reduce costs and improve efficiency.
- Coordinated and facilitated sessions on data analysis by interviewing source system owners, analysing and investigating source data.
- Documentation of business requirements document (BRD), Interface specification design document (ISD) and Functional requirements document (FRD) which formed the baseline for developers and designers.
- Collaborated with multiple consultants and vendors and proactively communicated data and functional requirements throughout the solution delivery cycle to ensure innovative, quality, timely outcomes.
- Supported business users with Data validation /quality assurance testing (UAT) to ensure all changes were tested successfully and signed off before production deployment.
- Participated in Sprint Planning, Daily Scrum Stand Up, and Sprint Retrospective meetings
- Developed a good understanding of SAP systems and assisted with issue identification, governance, trouble shooting, and model building activities.

**Designation: Business Process Analyst****Client: Kraft Foods Group****Duration: From Jan 2016 to Aug 2016****Roles & Responsibilities:**

- Worked as a Business Process Lead for a development project using SAP BI on HANA.
- Participated in requirement analysis and design.
- Documented quality high level and detailed TO BE process maps, Process narratives, Integration Functional specifications, Transitional state plans, Reports specifications, SIT scripts and GAP solution design documents to support the achievement of project benefits.
- Conducted and facilitated workshops with different stakeholders (PMOs, project managers, SMEs and offshore developers) for requirement elicitation and clarification.
- Coordinated with on-shore and off-shore development teams to validate the IT developers' technical designs against the functional specifications by regular walkthroughs and reviews.
- Designed test plans (cross functional), System test cases (within functional module) and System Integration test cases to ensure solution meets business requirements
- Trained end users and client IT groups on new processes and functionalities

**Designation: Technical Business Analyst****Client: Citibank****Duration: From Jan 2014 to Dec 2015****Roles & Responsibilities:**

- Worked as a BA for KYC Application, where BO Reports were created to get the Customer Related Information as required by the Business.
- Played an active and lead role in gathering, analysing and documenting the Business Requirements, business rules and Technical Requirements from Business and Technological Group.
- Understanding the customer needs and translate them into usable business objects reports
- Responsible for preparing Design document and unit testing documents
- Preparation of estimates, release plan and road map for future releases.
- Coordinated with multiple vendors from geographically distributed teams for a successful development, testing and deployment of a various sprints of the project.
- Mentoring team members and helping them in solving issues.
- Provided training directly, or through available staff, to end users. Training was offered in structured classes, online formats, and on an ad hoc (one on one) basis.

**Designation: Technical Business Analyst****Client: Royal Bank of Scotland****Duration: From Sep 2013 to Dec 2013****Roles & Responsibilities:**

- Worked as an Analyst to automate the Banks 'Notice Related Information' and 'Early Withdrawal Information' using SAP BI.
- Co-ordinate as subject matter expert for requirements analysis, solution design, blueprinting, testing, user training and go-live support.
- Worked on estimates, release plan and road map for future releases.
- Prepared functional specification documents (including high level and detailed level requirements).
- Communicate project plans and requirements to users who will be required to test and validate system changes. Participate directly in system testing.

**Designation: SAP BI Consultant****Client: Allianz Global Corporate and Specialty (AGCS)****Duration: From August 2012 to August 2013**

**Description:** Enhancements and changes in the already existing systems, which include FI, CO, P&PM based on the requirements from users.

**Roles & Responsibilities:**

- Development using SAP BI 7.0.
- Participate in requirement analysis design.
- Responsible for preparing Design document and unit testing documents
- Implementing Technical requirements like creation of Info objects, Info Cubes, DSOs, Multiproviders, Transformations, and Routines in SAP BW system.
- Creating Custom Data Sources, enhancing Data Sources.
- Creating queries using BEx Query Designer and also Work Books for the queries using BEx Analyzer.
- Creating Process chains, loading data into data targets.

**Designation: SAP BI Consultant****Client: Bank of America****Duration: From May 2011 to July 2012**

**Description:** The Bank's key Finance Systems were migrated to SAP environment, flexibly delivering key processes across the continents. Recon - Main purpose of this project was to reconcile source data with SAP. Extractors were split on the basis of different Sources and data volumes. After the data is posted in ECC, it is taken to BI and stored in H table. Another system takes this data from BI, combines it with Source data (Legacy systems) and sends it to ETL team. ETL sends this data (SAP and Source) to BI again. In BI, we have comparison reports on Source data vs. SAP data.

**Designation: SAP BI Consultant****Client: DAIMLER****Duration: From February 2011 to May 2011**

**Description:** The DAIMLER CESAR (Common European Sales Application Re-engineering) is a sales template developed by Infosys which records the history of a vehicle right from the moment it is ordered by a customer to the moment it is delivered to them. The CESAR currently covers the sales of vehicles for 6 countries i.e., UK, Sweden, Denmark, Netherlands, Belgium and Portugal.

**Designation: Systems Engineer****Client: SAP BI BPC IMPLEMENTATION & SUPPORT****Duration: From June 2008 to January 2011**

**Description:** In this project BPC is used for Budgeting, Planning and Reporting of Infosys Accounts. For this the Actuals data is required which is stored in SAB BI (various modules like Head Count, FM, and Post Allocated Expenses) and SQL 2000(Standard Costs, HCM Pipeline, and Pre-Allocated Expenses).

We, in this project consolidated data from various modules into BPC cube. Once the planning and budgeting is done, we move the planned data back to BI (This is called Retraction).

**EDUCATION****Education**

- Bachelor of Technology

**CERTIFICATIONS AND TRAINING**

- ITIL Foundation Certified professional in IT Service management.
- SMC® Scrum Master Certified.
- SPOC® Scrum Product Owner Certified.
- Certified in Data Warehousing Concepts.
- SAP WebI BOW 310-320

**PERSONAL DETAILS**

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- VISA Status: Permanent Resident of Australia.

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