

### SUMMARY

Senior Business Analyst and Product Owner adept in driving high-stakes digital transformation, AI-driven innovation, and revenue growth across telecom, government, and technology sectors. Expert in translating complex business needs into actionable user stories, MVP definitions, and outcome-based roadmaps with structured requirements, process modeling, and data-driven insights.

### TRACK RECORD

Scaled a national platform **10x (\$5.8M → \$57.8M)** leading to acquisition. Architected **first-to-market data monetization products** while navigating strict privacy regulations. Launched a highly successful **B2B Telecom self-service App** reducing CAC by 20%.

### CORE SKILLS

#### PRODUCT & DELIVERY

- › Requirements Elicitation & Epics / User Stories (INVEST)
- › Product Roadmap, MVP & Backlog Management
- › Agile Delivery — Scrum, Kanban, Sprint Planning
- › SDLC, UAT & Release Management
- › Compliance by Design & Regulatory Alignment
- › Customer Journey Mapping

#### BUSINESS & TRANSFORMATION

- › Stakeholder Engagement & Executive Alignment
- › As-Is / To-Be, Gap Analysis, BPMN / UML
- › Operational Excellence & Continuous Improvement
- › Business Case Development, CBA & ROI Modeling
- › Value Stream Mapping & Lead-to-Cash Optimization

#### DATA & PERFORMANCE

- › Data Analysis & Insights (SQL, Excel, BI Tools)
- › KPI Definition, Forecasting & Performance Tracking
- › Data Visualization — Power BI, Tableau
- › Data Governance & Monetization
- › AI Integration (RAG, MCP)
- › Google Analytics, Firebase, Jira, Figma, Confluence

### PROFESSIONAL EXPERIENCE

#### SMB Operations Director

Doha, Qatar | 2014 – 2026

##### Ooredoo Qatar

Multi-national telecom offering cloud & ICT services across 13 countries with 100M+ subscribers.

#### PROCESS OPTIMIZATION

- › Accelerated revenue velocity by **20%** by re-engineering the omnichannel Lead-to-Cash (L2C) lifecycle; eliminated cross-functional bottlenecks and improved order accuracy through targeted automation.
- › Modernized business processes using BPMN 2.0 (As-Is/To-Be) modeling and Value Stream Mapping (VSM) to identify and automate high-friction manual procedures.
- › Uplifted net profit by **3%** by optimizing scheduling of partners delivering a \$50M global network project.

#### DIGITAL TRANSFORMATION

- › Reduced Customer Acquisition Cost (CAC) by **20%** by spearheading the region's first B2B self-service portal and mobile app, shifting to a digital-first acquisition model.
- › Orchestrated end-to-end product discovery via JAD sessions, stakeholder interviews, and system audits; defined epics and prioritized the MVP roadmap based on high-value business impact.
- › Optimized Agile delivery cycles through sprint planning and backlog refinement, achieving reduction in requirement volatility via INVEST-compliant user stories and rigorous Definition of Done (DoD).

#### DATA GOVERNANCE

- › Executed a 100% integrity migration of legacy portal records using SQL and Power BI for gap analysis and data cleansing, ensuring a seamless transition to new architecture.
- › Architected an omnichannel data capture framework synchronizing CRM touchpoints, driving a **200% increase** in outbound reach and providing field sales with a real-time "Single Source of Truth."
- › Improved retention save-ratio by **18%** through predictive churn models analyzing bill shock, technical friction, and usage patterns.

#### AI INTEGRATION & PRODUCT-LED GROWTH

- › Architected a secure RAG-based AI chatbot integrating GPT-4o with CRM and regulatory tariff libraries to automate B2B inquiries and lead qualification.
- › Generated **\$400K in new revenue within 90 days** by launching a disruptive data monetization and B2B2C platform built on Compliance-by-Design principles.
- › Improved customer stickiness and ARPA by **5%** by launching Value-Added Services with Microsoft, Google, Cisco, Huawei, and NVIDIA.

## Director, S&LG Accounts

Raleigh, NC | 2009 – 2014

### EDS, an HP Company

- › Optimized P&L and operational delivery for a high-stakes portfolio of government contracts, achieving a **100% renewal and extension rate** through proactive risk mitigation and value-driven service delivery.
- › Managed complex stakeholder landscapes serving as primary liaison between government entities and internal delivery teams ensuring 100% compliance.
- › Orchestrated cross-functional onshore/offshore development teams to deliver bespoke software solutions, ensuring traceability from initial requirements to final acceptance.

## Systems Development Principal

Portland, OR | 2002 – 2009

### Saber Consulting

- › Engineered a market-disruptive Voter Registration & Elections Management system in response to the HAVA Act of 2002, **scaling annual revenue 10x (\$5.8M → \$57.8M)** in 4 years, resulting in acquisition by EDS.
- › Orchestrated large-scale Joint Application Design (JAD) sessions across 13 states using DSDM methodology for rapid prototyping and iterative feedback.
- › Architected a scalable, parameter-driven COTS platform reconciling diverse state-level requirements, ensuring 100% regulatory compliance and requirement traceability. Ranked **#181 on Deloitte Technology Fast 500, 2007**.

## EDUCATION & CERTIFICATIONS

- **Master of Business Administration (MBA)**  
Marylhurst University — Portland, OR
- **Bachelor of Science, Electrical Engineering**  
Qatar University
- **Stanford Certified Project Manager (SCPM)**  
Stanford University
- **Project Management Professional (PMP)**  
Project Management Institute (PMI)

**10X**

Revenue Scale  
(\$5.8M → \$57.8M)

**\$400K**

New Revenue  
in 90 Days

**20%**

CAC Reduction  
via Digital Portal

**200%**

Outbound Reach  
Increase

**#181**

Deloitte Tech  
Fast 500