

Michael Conkey

* Senior Business Analyst * Business Systems Analysis * eBusiness Consulting

Summary

- Senior/Lead Business Analyst Consultant with extensive experience in business analysis, Internet & Website consulting, CRM applications, marketing operations, direct marketing sales & service, as well as Information Technology products sales & marketing value added corporate and retail sales experience, highlighted by:
 - Outstanding performance record in a full range of business and technical environments.
 - Strong business needs analysis and project lifecycle (SDLC) skills.
 - Strong management/staff development skills in marketing, sales and operations.
 - Successful track record with industries focused on Internet and direct marketing, insurance, and manufacturing software development, and technical sales.
 - Large national account corporate sales management, retail, direct, and inbound telemarketing sales experience.
- Senior Business Analyst with 7 years of Information Systems experience. 7 years consulting in application development environments with system development life cycle experience.
- Participating as a lead business analyst on specific projects involving all aspects of business customers' and IT teams' interaction from the Initiation and Scoping phases through the Requirements and Solution Design phases (working with BAs and developers), through to the testing (SIT, BAT) and implementation stages.
- Extensive experience in gathering business and technical requirements, requirements documentation preparation, business process analysis, and web content management.
- Assisted with business acceptance testing; assisted with the development and validation of SIT & BAT scripts for QA and business teams
- Authored process flows, system manuals, end user guides, along with extensive Use Case and Requirements documentation and context diagrams.
- Responsible for evaluating and documenting the existing process, and recommending changes that will enhance and clarify the analysis and development processes across numerous applications that supported a Group Benefits Division and its product lines. With these guidelines the product development team was provided with a clearer understanding of the processes and how best to and when to introduce their new product and enhancement initiatives.
- Process modeling expertise for current and proposed business processes utilizing Rational Unified Process business modeling methodology, and the use of Visio and PowerPoint to document the processes and requirements.
- Provided business process support, documenting corporate business processes, developing process diagrams and guides.
- Experience with information protection, HIPAA, and Sarbanes-Oxley compliance issues.
- Focus on cross-divisional coordination and collaborative approach to customer-centric solutions.

Skills Set

Licensed Real Estate professional

- Licensed most recently in the late spring of 2007, and previously for a ten-year period in the late 1970's and early 1980's, I am a real estate professional, REALTOR®, licensed in the state of Connecticut and a member of the real estate team at Keller Williams Realty in Ridgefield, CT. GreaterDanburyRealty.com

Business Analysis & Methodology

- Senior & Lead Business Analyst positions that have included being responsible for interpreting business needs and translating them into application requirements and Use Case functionality, and working with technical and programming teams to aid them in providing conversion, design, QA/testing, and implementation guides based on the foundation Use Cases create for the project.

- Extensive involvement in the full needs-discovery, UI/UE design, development, testing, and roll-out of new software applications tied to several legacy systems.
- Performing lead business analyst responsibilities involving extensive day-to-day interaction with developers and business users to understand their needs and requirements and transform them from Use Cases used as the foundation for the project conversion, design, testing and implementation documentation.

Business Analyst, Consultant – Gartner, Inc. 8/2008 through present

Business Analyst – Participated as a business analyst on a specific project involving all aspects of interaction with business customers, developers, and the IT team helping to formalize new requirements for a new business system that is being implemented in phases.

- Responsibilities include working closely with the business team to determine their requirements for the latest phase of the project, in addition to reviewing and enhancing requirements that were previously documented.
- From basic business requirements documentation to the writing of Use Cases, my role is to assist both the business teams and the technology teams in properly documenting and understanding the latest requirements that are to be included in the next phase of the project.
- Responsibilities have included the assisting during User Acceptance Testing of the current phase of the project, and will include assisting with the training of a select group of analysts who will be participating in a pilot implementation of the latest phase of the project.

Business Analyst, Consultant – Hartford Life Ins., Group Benefits Div., Simsbury, CT 6/2006 through 6/2008

Lead Business Analyst – Participated as a lead business analyst on specific projects involving all aspects of interaction with business customers and IT teams from the Initiation and Scoping phases through the Requirements and Solution Design phases (working with BAs and developers), through to the testing (SIT, BAT) and implementation stages.

- Responsibilities included working closely with the business team to help define their requirements, and with numerous application-specific Business Analysts to help them gather and document their application's requirements details, and to provide a project-level consolidated Business Requirements Definition (BRD) that is presented before the Senior Leadership Team and sponsoring executives.
- Key responsibilities of the Lead BA role included assisting the Project Manager in coordinating the creation and management of the deliverables for the project with a primary focus on artifacts that are the responsibility of the Business Analysts (Lead BA and application-specific BAs). As the Lead BA I coordinated meetings and workshops that were needed to help determine the business requirements and the subsequent impacts to the various systems/applications. Project-level deliverables such as context diagrams, Business Requirement Definition documentation that combined the deliverables from the various application BAs, and similar artifacts were the responsibility of the Lead BA role.
- Added responsibilities included supporting the business customers during requirements gathering, and their Organizational Impact Assessment (OIA) meetings.

Business Analyst – Worked on a project focused on the Group Benefit Division's product development business team and their new product and enhancement request process.

- Responsible for evaluating and documenting the existing process, and recommending changes that will enhance and clarify the analysis and development processes across multiple (numerous) applications that support the Group Benefits Division and its product lines. With these guidelines the product development team will have a clearer understanding of the processes and how best to and when to introduce their new product and enhancement initiatives. And, staffing considerations will be made in support of implementing any recommended changes to the process.

Business Analyst, Consultant – Hartford Life Ins., Group Benefits Div., Windsor, CT 4/2006 to 6.2006

Business Analyst – Worked with the business team responsible for evaluating an upgrade to an existing business application and the impact the upgrade will have on the business. Participated in Business Process Reengineering sessions, and Organization Impact Analysis sessions, assisting the business team in their efforts to analyze and document their findings.

- Business Analyst responsibilities included the evaluation of existing Use Cases (baselined for the existing business application that is being upgraded/enhanced) in preparation for new business requirements sessions and Use Case creation. Had the project moved forward into the Requirements phase, I was to facilitate the documentation of a series of twenty plus Use Cases to be completed by the end of the year. And, as on previous consulting assignments, I was to be responsible for interpreting business needs and translating them into application requirements and Use Case functionality, and working with technical and programming teams to aid them in providing conversion, design, QA/testing, and implementation guides based on the foundation Use Cases created for the project.

Business Analyst, Consultant – Cendant Mobility, Danbury, CT 5/2004 to 3/2006

Lead Business Analyst – Responsible for interpreting business needs and translating them into application requirements and properly documenting them in Use Cases. Use Cases were created following the RUP approach as the standard. Providing complete flexibility in creating and updating the Use Cases based on the client's desires was essential, and ensured that all teams involved had accurate guides to follow and refer to throughout the life of the project.

- Business Analyst responsible for interpreting business needs and translating them into application requirements and Use Case functionality, and working with technical and programming teams to aid them in providing conversion, design, QA/testing, and implementation guides based on the foundation Use Cases created for the project. Responsibilities include extensive day-to-day interaction with business users to understand their needs and requirements, and the offshore and in-house development teams to successfully transform the business requirements into a new business application. And full responsibility to continue updates to the core Use Cases used as the foundation for the project conversion, design, testing, and implementation documentation.
- Extensive involvement in the full needs-discovery, UI/UE design, development, testing, and roll-out of new software applications tied to several legacy systems. Participating in the complete testing process from: Offshore development testing, in-house development testing and support, functional test, and assist in quality assurance testing in preparation for full production of a new business software platform and application.
- Included in the Business Analyst responsibilities were validation and verification of data bridging requirements. This included reviewing design documents, providing feedback, signing-off on and subsequently validating the bridging of data between the mainframe and the new application and vice versa.
- Performing lead business analyst responsibilities involving extensive day-to-day interaction with developers and business users to understand their needs and requirements and transform them from Use Cases used as the foundation for the project conversion, design, testing and implementation documentation.
- On-going support of offshore application design efforts with continuing modifications to supporting documentation to match business needs, and aid in application development, QA testing efforts, and more.
- Management & resolution of open design issues presented by the IT, offshore development and business teams via IBM's Rational ClearQuest defect and issues tracking software.
- Extensive involvement in User Interface and User Experience design efforts, helping the developers interpret Use Case requirements, and aid the business users with their on-going iterative screen review process, ensuring the designs properly reflect the business requirements for the new system being designed.
- Multi-phase requirements gathering, UE/UI analysis and design support, and roll-out effort support with IT/business/Offshore development teams.

- Staged roll-out effort support through to post-deployment business users and IT maintenance staff.

Business Analyst, Consultant – Mercator Software, Wilton, CT 12/2002 to 9/2003

Actuate Reporting: Actuate report design and implementation services for a new installation of Siebel Call Center. Responsibilities include determining business requirements and creating new reports, along with enhancing existing (default) reports for sales, customer service and customer support organizations. Utilized Actuate e.Report Designer Professional v.6 and Siebel 7 eBusiness v7.5 implementation to recreate existing reports based on spreadsheets and Access database reports that were in use by the various departments.

Trilegiant Corporation – Norwalk/Stamford, CT 2/2001 to 9/2002

Business Analyst, Consultant – Responsible for evaluating the business and technical requirements for Customer Relationship Management software Real-time Personalization (RP/RT) module, with on-going performance analysis & support of the implemented E.piphany E.5 CRM system RP module.

Personal Technology Enterprises, LLC (PTE), Bethel, CT Aug. 99 to present (Owner)

Business Analyst, Web Site Consulting - Internet-based and on-site consulting for web site design, business marketing, and direct mail initiatives. As an owner of several hundred registered domain names, these are hosted, maintained and associated with numerous specific topical Web sites created to generate traffic and affiliate income for the LLC. Search engine optimization, eBay auction store implementation, and Internet marketing and sales activity round out the efforts.

Previous Job Highlights

Director of Sales and Marketing for an application development and e-Commerce/e-Business solutions company. My primary job responsibility is to provide all marketing efforts along with sales efforts focused on specific markets throughout Connecticut and the region; a major focus was with manufacturers.

Manager, Interactive Marketing Operations for an Internet spin-off company of Cendant Corporation. My primary job responsibility was managing two analysts in day-to-day production of business reports, centered on membership and transactional sales for Netmarket Group's multiple web sites (Netmarket.com, privacyguard.com, autovantage.com, travelersadvantage.com, haggglezone.com, and fareagent.com). Our team was responsible for daily, weekly, monthly and yearly reports based in Excel, Access and Brio.

National Account Manager for a dynamic \$60M regional network and systems integrator. Account management responsibilities included complete computer, server, and non-stop mainframe sales and service to large corporate clients and nationally to the Federal Reserve Banks and SBC Corporation.

Business Support Center Team Leader for the yellow pages publisher's company-wide help desk. Management responsibilities included managing the day-to-day operations with a team of 12 individuals responsible for the company's network and mainframe security and end-user front-line support.

Technical Services Team Leader responsible for day-to-day internal customer support on newly developed Oracle-based application software for the yellow pages industry, as well as all hardware, software, network and mainframe security, front-line network and mini-computer interface support at the new publishing center. I managed a team of 4 to 5 Level II technicians working hand-in-hand with them to support the 400 end users at the site.

Project Leader - Responsibilities included responsibility for the project management and hands-on involvement in a 50-week major account outsourcing support effort for R. H. Donnelley. Supervised and implemented a desktop upgrade and rollout project for Sales, Marketing, and Publishing Operations.

**** Additional work history (website design/consulting, direct sales & marketing, and Information Technology roles) and dates will be provided upon request ****

Education and Training

- Rational Unified Process (RUP) Use Case techniques used in business analyst role, and ClearQuest which was used for problem reporting and tracking. Familiarity with UML, Waterfall & Agile software development methodologies.

- Previous in-depth experience with Actuate reporting (including SQL coding as part of report creation), and initial training on and experience with Brio, Crystal Reports, and Business Objects reporting/business intelligence tools.
- Relational database management (creation, and retail application) using earlier DOS-based relational database software; and MS Access.
- Basic EDI, XML, and SQL knowledge.
- Web site design and implementation (numerous business web sites), self-taught and online courses. Working knowledge includes Microsoft FrontPage and HTML experience Extensive software & hardware training & hands-on use: Microsoft FrontPage, Publisher, and all major Microsoft Office applications including Visio & MS Project.
- Direct/Interactive Marketing Management Course, Ancell School of Business, Western Connecticut State University. Business course study marketing management-related courses at Western Connecticut State University: 27 credits towards degree.
- Internet Marketing - extensive self-study books, courses and online courses.
- Computer Technology certification, CONTROL DATA INSTITUTE, Dallas TX: 1000-hour course focused on in-depth understanding of the entire internal dynamics of computer systems (hardware & software level); graduated first in class, 3.9 grade level.
- Dale Carnegie Courses in human relations, professional sales training course, and assistant instructor for second twelve-week session of the sales training course. Evelyn Woods Reading Dynamics.
- U.S.A.F. – Honorable discharge at the rank of Staff Sergeant. Aerospace Munitions Mechanic participating as part of a load crew team throughout the four-year tour of duty.