



Daniel George

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PRODUCT MANAGER | PRODUCT OWNER | BUSINESS ANALYST

Product Management | Business Analysis | User Experience | Roadmap | Prototyping | Strategy

PROFESSIONAL SUMMARY

- Accomplished Product Manager and Senior Business Analyst with over 10+ years of expertise in leading cross-functional teams through Agile and software development life cycle (SDLC) processes.
- Confident in ability to contribute to team success through advanced skills in digital experience, strategies, product value proposition, competitive market analysis, program increment (PI) ceremonies, backlog management, prioritization, roadmap planning and support, resulting in impactful product vision.
- Comfortably adapting to change and finding creative solutions to unexpected problems.
- Committed to continuous improvement and building a collaborative team environment.
- Adept at managing cross-functional teams and building strong relationships with clients and stakeholders.

SKILLS

① LEADERSHIP & INTERPERSONAL

Detail-Oriented Leadership | Coaching Strategic Thinking

Communication Stakeholder Management Problem Solving

① BUSINESS ANALYSIS & PRODUCT MANAGEMENT

Discovery & Research Business Case | FRD | PRD PLM

Requirement Elicitation Defining Requirements Product Roadmap

Product Vision | Strategy Business Process Mapping Presentations | Demos

EPIC | Features | User Stories User Story Mapping Prioritization | Metrics | MVP

Workflows | Use Cases Capability Matrix Competitive Mkt Analysis

Digital Product Development Backlog Management Go-To-Market Strategy

① DESIGN

Design Thinking UX | UI Personas

Empathy Map Wireframing | Prototyping Customer | User Journey

① TECHNOLOGY AND SOFTWARE

HTML CSS JavaScript

XML SQL MySQL

JIRA | Confluence | Rally Miro | Lucidchart MS Office | SharePoint | Visio

Contentful | E-Commerce Balsamiq Power BI

① STRATEGY

Cross-Functional Team Scrum|Kanban Release Management

Innovation OKR | KPI SAgE | Agile Ceremonies

Sr. Business Analyst | Product Manager EPAM Systems

📅 12/2020 – 09/2023 📍 WATERLOO, ON, CANADA

Client Projects : Disney | Cox Automotive | Raintree | Rogers Communications

- Managed cross-functional teams and built strong relationships with clients and stakeholders.
- Led all aspects of the business unit's product vision, strategy, development, and execution.
- Provided subject expertise to help understand business needs and translate decisions into technology solutions.
- Partnered with key stakeholders to support strategic goals, business initiative, strategic roadmap, prioritize and groom the product backlog, and shepherd product features from concept through validation, iteration, and launch.
- Performed analysis of customer and user behavior patterns and extracted data insights to be shared with key stakeholders, including senior management.
- Worked with the product team and stakeholders to translate requirements and create product artifacts (process diagrams, epics/features/stories, wireframes), provided prioritized feedback, including development requirements and acceptance criteria via JIRA or Rally.
- Managed and supported the full development life cycle using key tools like use cases, workflows, issue management, functional testing and PI system demos.
- Helped define and prioritize the product roadmap, conducted sprint-planning and backlog refinement sessions for frontend and backend development teams.
- Communicated project objectives, goals, and progress to team members, management and key stakeholders.
- Suggested product enhancements to improve user experience.
- Fostered an understanding of experimental design and methods to A/B tests.
- Additional document artifacts included design mockups, flow diagrams, and customer journey flow diagrams via confluence.
- Identified opportunities to improve services and ensure credibility with our customer base.

Senior Solutions Consultant | Product Manager BGIS

📅 12/2018 – 07/2020 📍 MARKHAM, ON, CANADA

Projects: DFM Real-Time Dashboard | Real Connect 4

- Led end-to-end development of two key projects: the DFM real-time dashboard (\$3M+) and Real Connect 4 product (\$300K), securing capital project approval.
- Researched customer needs and market gaps to drive product development strategy.
- Analyzed customer behavior data to provide valuable insights to senior management and Facility Managers.
- Collaborated with customers and Internal Stakeholders to enhance user experience through new features on RC4 and DFM products.
- Effectively communicated objectives, goals, and progress to team members and key stakeholders.
- Contributed to defining and prioritizing the product roadmap, facilitating sprint planning and backlog refinement sessions.
- Produced design mockups, flow diagrams, and customer journey flow diagrams using Confluence.

Sr. Business Analyst | Product Owner Agreement Express

📅 11/2017 – 05/2018 📍 TORONTO, ON, CANADA

Project: Client Wealth Management Services Onboarding (Digital Document)

- Led and oversaw 5 Client-specific Wealth Management projects.
- Served as the liaison for products' development in agile planning meetings.
- Generated project related artifacts (workflow diagrams and stories) and coordinated with design and development teams for project completion.
- Assisted in defining and prioritizing sprint-planning and backlog refinement sessions for frontend and backend development teams.

Sr. Business Analyst | Product Owner Itravel2000

📅 10/2015 – 10/2017 📍 TORONTO, ON, CANADA

Projects: Itravel2000 (Consumer Site) and ADT (Agent Portal)

- Developed and oversaw product vision and strategy for front-facing consumer site and Agent portal covering Vacation, Flight, Hotel, and Travel Insurance.

EXPERIENCE

- Led product vision, strategy, development, and execution for the leadership team.
- Created process diagrams, features/stories, wireframes, use cases, and collaborated with design and development teams to define and execute the product roadmap.
- Prioritized new feature implementation and established clear timelines.
- Communicated objectives, goals, and progress to team members, management, and key stakeholders.

Sr. Business Analyst Experian

📅 09/2013 – 03/2015 📍 TORONTO, CANADA

Project : PCoD4 | UADJ3 (Legacy Platform) | Strategy Manager

- Managed three key clients in Banking and Auto Lending sector.
- Analyzed client business processes, workflows, objectives, and requirements.
- Delivered top-notch solutions through configuration, testing, and support for the Strategy Manager product.
- Created essential documentation including Gap Analysis, UAT test plans, Use Cases, process flow diagrams, feature enhancements (RMI's), and training materials.

Business Systems Analyst Ericsson

📅 09/2008 – 09/2012 📍 ZAGREB, CROATIA

Project: Kanban Tracker | Interciven Project | EP Delivery | Hot TR | eOrder | Dynamic Mobile exchange (DME)

- Analyzed project requirements, identified business opportunities, and offered guidance for projects.
- Liaised with clients, stakeholders, SMEs, project managers, and development teams to ensure project success.
- Owned and led the team in developing prototypes of main functionalities, including UI/UX and use case analysis, to mitigate risks.
- Assisted in defining and prioritizing sprint-planning and backlog refinement sessions for frontend and backend development teams.

EDUCATION

Business Analytics | Master of Business Administration University of Fredericton

📅 09/2017 – 12/2020 📍 TORONTO, ON, CANADA

Management Information Systems | Bachelor of Science Indiana University of Pennsylvania

📅 08/2001 – 08/2005 📍 INDIANA, PA, USA

CERTIFICATES

Product Management BrainStation

📅 12/2023

Certified Scrum Product Owner (CSPO) Scrum Alliance

📅 02/2023

Certified SAFe® 5 Product Owner/Product Manager (Upgrade to SAFe 6 on 07/2023)

Scaled Agile Inc

📅 05/2022

Certified SAFe® 5 Agilist Scaled Agile Inc

📅 12/2021

Principles of Project Management Global Education & Consulting Services (Through Skills for Change)

📅 02/2013