Robert Lewis
Lead Business Systems Analyst

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SUMMARY

Lead Business Systems Analyst with more than 20 years of experience managing, and implementing, projects of all sizes, including complex, cross-platform, multi-tier, omni-channel (web, mobile and kiosk) eCommerce solutions. A strong team leader, with exceptional communication skills, able to effectively facilitate meetings, and engage stakeholders, at all levels.

Expert at eliciting requirements, generating user stories, maintaining product backlog and coordinating sprint releases. Extensive technical background to assess change, identify gaps, and address both functional, and non-functional, business requirements from the end user, and developer, perspectives.

SKILLS

Business Analysis Planning and Monitoring	Requirements Analysis and Design Definition
Requirements Life Cycle Management	SDLC Methodologies (Waterfall, Agile, OOAD, etc.)
Stakeholder Elicitation and Collaboration	Data & Process Modelling (UML)
Risk Analysis and Management	Solution Evaluation
Process Analysis	Strategy Analysis
Gap Analysis	Analytical Thinking and Problem Solving
Project Management	Excellent Interaction and Communication Skills

WORK EXPERIENCE

Self Employed   **Business Systems Analyst**   05/2014 - Present   Scottsdale, AZ

Freelance Business Systems Analyst consulting for small businesses. Recommend and implement solutions to streamline processes, enhance customer experience, eliminate duplication and increase productivity.

Online Framing Company Custom Order Process Redesign
Analyzed, and redesigned, custom order process flow and web forms for an online framing company to address frustrations expressed by customers during their shopping experience. During the discovery process, I also uncovered, and addressed, several issues with the process that were previously unknown to the client.

- Conducted discovery and requirements sessions, to understand the client's issues, as well as their complex business rules for product option dependencies.
- Generated a detailed recommendation to correct current issues, and enhance customer experience.
- Created detailed diagrams (UML) and wireframes to clearly illustrate process flows, uses cases, test cases, and site designs for the client's developers.

Multiple eCommerce Platform and Product Management System Integration
Developed process to enable an online shop owner to use one product management system to maintain multiple selling sites, on different platforms. Utilizing WordPress, WooCommerce, PHP, MySQL, and a variety of APIs from multiple platforms, designed and implemented a solution that integrated supply chain, product description, pricing, and image management within a single system.

- Designed and coded custom GUI on top of the WordPress/WooCommerce platform using a combination of HTML, CSS, PHP, JS and jQuery, and wrote all SQL for database calls.
- Managed client testing, wrote training documents, and conducted training sessions with client.
- Installed and configured custom solution into client's production environment.

The Bon Ton Stores, Inc.   **Lead Business Systems Analyst**   02/2003 - 05/2014   Milwaukee, WI

Manage design, development, testing, and implementation of medium to large size projects. Leverage organization's internal Service Oriented Architecture (SOA) to design and integrate multi-tier, omni-channel (web, mobile and kiosk), solutions across supply chain, finance, promotion and other domains. Support management in project planning, project estimating, scope analysis, project coordination, overall department budgeting and long-range planning processes.

Analyze Business Needs and Recommend Solutions to Address Current or Future Business State
- Work with the stakeholders to define processes and work flows in support of business needs.
- Provide technical assistance to identify, evaluate, and develop cost effective, efficient solutions.
- Analyze processes and solutions, provide feedback on usability, user experience, and customer experience.
- Generate strategy and document data mappings for conversions and cross-system integrations.
- Perform data analysis and research using advanced structured query language (SQL) techniques.

Establish Priorities and Manage Systems Development Life Cycle (SDLC) Process
- Support management with budgeting, capital expense, and long-range planning tasks.
- Prepare and revise estimates in support of the project plan and schedule.
- Verify project estimates, including full-time equivalent (FTE) and return on investment (ROI) projections.
- Manage stakeholder involvement to obtain project approvals throughout the development process.
- Manage project scope and requirements changes.

Manage Application and Systems Development, Testing and Implementation
- Utilize Object Oriented Analysis & Design (OOAD) methodologies to design value added solutions.
- Engage stakeholders, generate user stories, and maintain product backlog.
- Lead joint application development (JAD) sessions to capture business rules and requirements.
- Translate requirements and user stories into actionable design documents, and test and use cases.
- Generate data and process models utilizing standardized Unified Modelling Language (UML).
- Create entity relationships diagrams to define and document custom and existing database designs.
- Manage user acceptance testing (UAT) with stakeholders and Quality Assurance team.

Provide Ongoing Support for Applications and Overall Requirements Life Cycle Management
- Function as primary liaison between stakeholders at all levels and IT.
- Manage and maintain requirements and design information from inception to retirement.
- Serve as domain subject matter expert (SME) for functional and non-functional questions/issues.
- Assist with, and document, root cause analysis (RCA), and problem resolution.

Mentor Analysts and Developers
- Develop and administer training programs for new analysts and developers.
- Instruct analysts and developers in the company standards and practices of the SDLC process.
- Mentor analysts in effective stakeholder engagement.

The Bon Ton Stores, Inc.   **Senior Business Systems Analyst**   06/1999 - 01/2003   Milwaukee, WI

Lead design, development, testing, and implementation of systems enhancements and solutions. Manage small to medium size projects. Assist in large project planning and budgeting.

EDUCATION

Bachelor of Arts (BA) English and Mass Communications
University of Wisconsin - Stevens Point
08/1986 - 06/1989

COURSES AND SEMINARS

Harvard ManageMentor Plus Management Development Program:

Becoming a Manager	Business Case Development
Diversity	Giving and Receiving Feedback
Making Business Decisions	Managing Difficult Interactions
Managing Upward	Managing Your Time
Persuading Others	Project Management
Setting Goals	Thinking Strategically
Writing Skills	

TECHNICAL SKILLS

Databases:	*Development Technologies:*	*Testing:*
SQL Server (MS SQL Server)	Application Programming Interface (API)	Test / Use Cases
Integration Services (SSIS)	AJAX / JSON / SOAP	Test Plans
Reporting Services (SSRS)	Java / J2EE / JSP	Functional Testing
Management Studio (SSMS)	PHP	QA Testing
Microsoft Access (MS Access)	ASP / ASP.NET / C#	Regression Testing
Oracle	VBA	Performance Testing
DB2 (IBM DB2)	COBOL	Automated Testing
MySQL	Solr	Test Scripts
Teradata	XML / XSL / XSLT	Selenium
Structured Query Language (SQL)	Visual Studio	soapUI
Stored Procedures (SP or SProc)	VB.NET	loadUI
User Defined Functions (UDF)	Eclipse	WebInject
Database Design	ColdFusion	

Web Design / Development:	*Web / Server Technologies:*	*Server Platforms:*
HTML / DHTML / XHTML	IBM WebSphere Commerce	Windows Server
JavaScript / VBScript / JQuery	MarketLive	Unix
GUI Design	WooCommerce	Linux
WebServices	Apache	IBM Mainframe
Service Oriented Architecture (SOA)	IIS	
Multi-Tier Architecture (n-Tier)		

Microsoft Packages:	*Collaboration / Management:*
MS Office Suite	MS SharePoint
MS Project	Team Foundation Server
MS Visio	Clarity
	Jira