**Ziad AlHihi**

# **Senior Product Manager / Product Owner / Scrum Master**

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summary

* More than 15 years of experience in working with large or matrixed organizations in many domains including Automotive, IT, Education, Healthcare and Telecommunication.
* Thorough knowledge in the SDLC, QA, Testing, BA and PM methodologies.
* Results oriented professional who thrives in a challenging, fast paced environment.
* Accountable for the delivery of new projects on time, within budget and with high quality.
* Recognition for driving efficiency improvements to systems, workflows and processes.
* Excellent negotiation, communication and decision-making skills.

**CORE COMPETENCIES**

* **Business:** Product Management, Project Management, PMO, Voice of customer, Competitive Analysis, Pricing Analysis, Go to Market Strategy, P&L, Budgeting Responsibility, Business Intelligence, Market Research, Asset Management, Requirements Engineering, Negotiation, Emotional Intelligence.
* **Software:** Mobile Applications, SaaS, PaaS, IaaS, MaaS, Fintech and Edtech Solutions, Adaptive eLearning, Agile, Waterfall, Scrum, Lean, Kanban, Product Delivery, Enterprise Software, Cloud Computing, Data Center, Data Security & Protection, Telematics.
* **Design:** UAT, User Experience Design, User Interface Design, Mobile Design, A/B Testing, Quantitative and Qualitative Research, Immersive Design and Performance, HMI, UX, UBI, AV, EV, Embedded System Design, POCs.
* **Strategy:** Team Management, User Stories, Product Life Cycle, Roadmap Planning, Vendor Management, Scope Development, Disaster Recovery, Risk Management, Change Management, Sprint & Release Planning, Product Backlog Grooming.
* **Technology:**
	+ **Business Intelligence:** PowerBI, SAS, Tableau.
	+ **Project Management:** MS Project, Clarity, JIRA, DevOps, Trello, Rally, Confluence,

Aha!

* + **CRM/ERP**: Salesforce, NetSuite, Dynamics 365.
	+ **Cloud Computing**: AWS, GCP, Microsoft Azure.
	+ **Database:**  Access, SQL, Hadoop.
	+ **MS Office 365:**  Word, Excel, PowerPoint, Outlook. SharePoint.
	+ **Programming/apps:**  C/C++, Java, Python, Spark, R, Visio, Invision.
	+ **Web Development:**  HTML, JavaScript, JSP, ASP.

Education

**Masters of Business Administration (M.B.A.)** - Wayne State University 2009

**Bachelor of Engineering (BEng.)** - University of Jordan 1999

Certifications / Patents

* US Patent # 10688963 (Vehicle and Extended Range Remote Control Key Fob) 2020
* US Patent # 20200148167 (Blue-tooth-enabled Key Fob) 2020
* Certified Six Sigma Master Blackbelt (CSSMBB) 2019
* Certified Scrum Product Owner (CSPO) 2016
* Certified Scrum Master (CSM) 2010
* PMP, PMI USA 2010

**INFRASTRUCTURE/METHODS**

Machine Learning, QS-9000, TS-16949, APQP, DFSS, Data Analytics, Digital Transformation, Telematics, Advanced driver-assistance systems (ADAS), Data Migration, Six Sigma, SAFe, RFQ, RFP, ITB, ITN, FMEA, DMEA, KPI, ITIL, CI/CD (continuous integration/ continuous deployment),

Work Experience

**Sr. Product Manager Dec 20 – Present**

**Ford Motor Company (Contract) – Dearborn, MI**

* Define data privacy and consent requirements for BEV and coordinate with OGC to get final approvals.
* Leverage experience in project management and knowledge of engineering principles to lead project work activities.
* Analyze and determine solutions deliverables and coordinate work across work streams.
* Create user stories for features in the Customer Gateway Control Center (CGCC).
* Manage status of various projects to ensure deadlines are met and deliverables are achieved according to specifications.
* Define the development of an architecture required to meet business strategies and goals.
* Partner with business and technology teams to drive solutions from design to deployment.
* Collaborate with other engineers, developers, and the client to determine the scope and timeline of data improvement projects.

**Sr. Product Owner June 20 – Nov 20**

**BCBS of South Carolina – Columbia, SC**

* Develop a comprehensive understanding of the market by gathering and analyzing market insights, user targets, user needs, user personas, competitors, and competitive solutions.
* Create the product strategy, considering company objectives, market insights, and user feedback.
* Manage end-to-end development process for Medicaid and other healthcare products.
* Manage product performance including triaging defects, gathering user feedback, evaluating metrics and KPIs, and adjusting product strategy.
* Collect business requirements from stakeholders and translate them into technical specifications.

**Product Manager / Scrum Master Oct 19 – Mar 20**

**DTE Energy (Contract) – Detroit, MI**

* Lead the scrum ceremonies: standups, demos, retros, backlogs and planning that helped to drive the engineering practices in test driven development and continuous integration.
* Define the product roadmap and strategy in support of in-scope applications.
* Drive and execute the design and configuration of Microsoft Dynamics 365 CRM.
* Work with architects to create cloud-based solution in order to manage data platform.
* Act as the VOC and handle all communications to cross functional teams that helped to identify and troubleshoot issues and risks and give recommended actions.
* Build positive working relationships with customers that increased business growth.
* Drive the agile best practices in test driven development and continuous integration.
* Report status to customers and vendors that helped to improve communications.
* Partner with technical teams to create user stories with the proper acceptance criteria.
* Collaborate with Agile team and stakeholders to writes user stories and requirements that include acceptance criteria and acceptance tests.
* Generate dashboards and reports to track product health and technical KPI's.
* Review and prioritizes Agile Team backlog for Iteration (Sprint) Planning, including coordination of dependencies with other Product Owners.
* Review and accepts completed user stories for each iteration (sprint)
* Participate in team demo with primary responsibility of reviewing and accepting completed stories (PO is the only team member who can accept as done). This includes validation that the story meets acceptance criteria and has the appropriate, persistent acceptance tests, and that it otherwise complies with the team’s Definition of Done (DoD).
* Evangelizes and advocates for the customer both internally and externally.
* Translates product/platform strategy by writing detailed features and user stories consumable for Dev teams for moderately complex products.
* Collaborates with PMs and Dev leaders to design, architect and assemble effective Agile delivery teams in the Agile Release Train and Agile Teams.
* Owns the product backlog and priorities with our business and technology partners.

**Sr. Product Owner Jul 15 – Sep 19**

**Ford Motor Company – Dearborn, MI**

* Provide leadership of the status of project and best practice solutions.
* Provide technical guidance to project teams to ensure they met all business requirements.
* Work with developers to verify functionality of new embedded system platforms.
* Work with GDIA team in Data Analytics and Big Data.
* Work with embedded SW and controls using C++ and Simulink and applying Agile process to implement, verify, and test embedded systems drivers and algorithms.
* Specify embedded software and tools for the design and development of Electronic Control Units (ECUs) based on the AUTOSAR standard and ASPICE.
* Coordinate user story, functional, and technical dependencies with other Product Owners throughout each iteration and Program Increment.
* Work across Agile teams to define and implement improvement stories that will increase the velocity and quality of the program.
* Participate in prep for PI system demo to ensure that team is able to show the most critical aspects of the solution to the stakeholders.
* Deliver and deployed many features and applications in the Connected Vehicles Platform that will personalize/predict user experience/behavior.
* Lead the scrum ceremonies (standups, demos, retros, backlogs) and release/sprint planning meetings in order to identify issues and resolve them from internal and external customers.
* Become the VOC to better understand what the customer wants in order to translate that into technical requirements.
* Leverages customer insights for product vision, strategy, roadmap, priorities.
* Actively looks for opportunities to delight or meet customer's unmet needs.
* Collaborates with stakeholders and Dev teams to create anticipated release schedule.
* Maintain dashboards that track product and success metrics and KPI's.
* Assists with the overall execution relating to all aspects of the software development process, from defining the strategy and architecture through deployment and support.
* Identify execution, operational, organizational issues that impede product success.
* Support and enable core agile practices and tenants: efficient just-in-time flow; lean practices; elimination of waste; DevOps CICD;

**Program Manager Jan 07 – Jun 15**

**CompuCampus College – Windsor, ON**

* Managed yearly budget and provide continuous improvement of the admissions process.
* Established procedures and performance criteria for short- and long-range planning.
* Led the scrum ceremonies: standups, demos, retros, backlogs and planning.
* Gathered requirements, functional design, use cases and documenting business processes.
* Maintained overall control of schedule and delivery of all expected deliverables
* Tracked deliverables and take action on non-compliance issues
* Define the training products roadmaps and strategies.

**Project Manager Jan 04 – Dec 06**

**First Care Home Healthcare – Livonia, MI**

* Set up the PMO (Project Management Office) of the existing processes.
* Worked with Medicaid Management Information Systems (MMIS) vendor to implement the next version of International Classification of Diseases version 10 (ICD-10).
* Facilitated appropriate stakeholder involvement, resolving/escalating issues, communicating status to leadership and driving issues to key decisions in a timely manner.
* Led Requirements sessions and translated business requirements into IT requirements.
* Manages resources locally or remotely in projects of size $0.5M to $2M.

**Product Manager Feb 01 – Dec 03**

**Sprint PCS – Farmington Hills, MI**

* Defined project deliverables that support business goals in collaboration with management.
* Managed multiple work streams through close coordination with Business and IT Leads.
* Identified and resolved issues and conflicts within the project team.
* Developed progress reports, proposals, requirements documentation, and presentations.

addendum - Sample Projects

**DTE Energy:**

* ADMS: Advanced Data Management System is the center hub to host current outage reports.
* Worked with business teams to identify all in-scope reports / apps.
* Facilitate of scrum ceremonies (standups, demos, retros, backlogs and sprint planning).
* Trained and mentored the team in Enterprise Data Analytics (EDA) on the Scrum and Agile concepts, methodology and best practices.
* Led release and sprint planning activities and facilitating daily retrospective activities.
* Become the VOC to translate what the customer wants to technical requirements.
* Coordinated issue/risk resolution between teams and gave recommended actions.
* Worked with architects to create cloud solution to host reports in an effective way.

**Ford Motor Company:**

* Data Privacy: Global requirement for data privacy under GDPR and CCPA.
* Ensured addressing consumer requests can be addressed (Delete, Access and Opt-Out)
* Identified all impacted applications and what need to be done to be compliant.
* Facilitate of scrum ceremonies (standups, demos, retros, backlogs and sprint planning).
* Led release and sprint planning activities and facilitating daily retrospective activities.
* Become the VOC to translate what the customer wants to technical requirements.
* Coordinated issue/risk resolution between teams and gave recommended actions.
* Reviewed with Office of General Counsel OGC the requirements and gained approval.
* HSMS: High-Speed Modelling Service utilize machine learning to execute/ score models faster.
* Collected the business requirements from both Ford Business and Marketing teams.
* Defined the skillset needed for the team of developers and brought the right candidates from Python and Java developers to Data Scientists and Solution Architects.
* Coordinated issue/risk resolution between teams and gave recommended actions.
* Facilitate of scrum ceremonies (standups, demos, retros, backlogs and sprint planning).
* Led release and sprint planning activities and facilitating daily retrospective activities.
* Become the VOC to translate what the customer wants to technical requirements.
* Put the infrastructure to use Machine Learning using Data Robot tool and Python.
* Led the discussions to define the deliverables, dependencies and constraints.
* iFob Feature: This feature has an app to select active vehicle and can send commands of lock/unlock, remote start/stop, panic, open trunk.
* Helped in creating website interface to manage authorized vehicles in the garage
* Gave guidance to software developers and component teams in global markets to create functional app that is aligned with the requirements.
* Coordinated issue/risk resolution between teams and gave recommended actions.
* Facilitate of scrum ceremonies (standups, demos, retros, backlogs and sprint planning).
* Led release and sprint planning activities and facilitating daily retrospective activities.
* Revised the requirements to run revised development cycle (iFob 2.0).
* Phone as a Key Feature: this feature is used to replace the standard key to the vehicle that can lock, unlock, remote start and stop the vehicle:
* Led teams, stand up scrum meetings and feature workshops.
* Worked with global teams (Europe/China) to create Product Requirements Document (PRD).
* Coordinated issue/risk resolution between teams and gave recommended actions.
* Facilitate of scrum ceremonies (standups, demos, retros, backlogs and sprint planning).
* Led release and sprint planning activities and facilitating daily retrospective activities.
* Managed all PaaK issues, assign the right teams and help to resolve issues.
* Built out the Change Project Plans for each workstreams and partner with the Workstream Leads and the Workstream PMs to execute on the project plan
* Lincoln Way App: The Lincoln Way app delivers great flexibility and more personalized offerings to owners, while ensuring that favorite features like My Vehicle, Messages and Locate are still just a touch away:
* Helped in designed the framework for Lincoln Way APIs for customers’ experience.
* Worked with global teams (China and Europe) to manage the delivery of the product.
* Coordinated issue/risk resolution between teams and gave recommended actions.
* Facilitate of scrum ceremonies (standups, demos, retros, backlogs and sprint planning).
* Led release and sprint planning activities and facilitating daily retrospective activities.
* Become the VOC to translate what the customer wants to technical requirements.
* Oversaw the on-going development, maintenance and troubleshooting of all systems.
* Triaged weekly defects meetings with all teams to find root causes and close open items.
* WiFi Hot Spot Feature: WiFi capability will be standard on vehicles equipped with MyFord Touch with no additional hardware or subscriptions required beyond the user-supplied mobile broadband modem.
* Wrote use cases and draw the use case diagram.
* Collected functional and non-functional requirements in an agile environment.
* Coordinated issue/risk resolution between teams and gave recommended actions.
* Facilitate of scrum ceremonies (standups, demos, retros, backlogs and sprint planning).
* Led release and sprint planning activities and facilitating daily retrospective activities.
* Worked as liaison between feature owners and vendors.
* Become the VOC to translate what the customer wants to technical requirements.
* SYNC Services: voice-activated command technology to convenient turn-by-turn directions and put the driver in control of the vehicle's information systems by simply pairing with the mobile phone.
* Facilitate of scrum ceremonies (standups, demos, retros, backlogs and sprint planning).
* Led release and sprint planning activities and facilitating daily retrospective activities.
* Become the VOC to translate what the customer wants to technical requirements.
* Addressed all customer issues and escalated them to the proper teams.
* Managed all issues with PayPal. Led status reports and issues meetings.

**CompuCampus College:**

* Training Needs Analysis: Effective training or development depends on knowing what is required for the individual, the department and the organization as a whole.
* Monitored current performance using techniques such as observation and interviews.
* Anticipated future shortfalls or issues and helped to resolve them.
* Facilitate of scrum ceremonies (standups, demos, retros, backlogs and sprint planning).
* Led release and sprint planning activities and facilitating daily retrospective activities.
* Become the VOC to translate what the customer wants to technical requirements.
* Identified the type and level of training required and analyzing how this can best be provided.
* Corporate Learning Strategy: A clear, forward-thinking plan that addresses learning in the current and future context is essential in supporting the uniquely different learning and development needs of the employees who serve this province for the Public Service:
* Created a workforce of trusted professionals that champions open communication, a collaborative work environment and flexibility and choice in work styles and tools.
* Led release and sprint planning activities and facilitating daily retrospective activities.
* Become the VOC to translate what the customer wants to technical requirements Embraced the diversity, professional development and career aspirations of employees.
* Supported employee safety, health and work-life balance given their influence on professional success.

**First Care Home Healthcare:**

* ICD-9/ICD-10 Code Mappings: General Equivalence Mappings (GEMs) designed to aid in converting applications and systems from ICD-9 to ICD-10:
* MS-DRGs are composed of logical relationships among 500+ lists of ICD-9-CM codes
* Led status reports and issues meetings.
* All 500+ lists extracted from MS-DRGs and each list attribute identified.
* List conflicts identified and resolved
* Led release and sprint planning activities and facilitating daily retrospective activities.
* Become the VOC to translate what the customer wants to technical requirements
* Health Records Management: A unique combination of software and services, interacts with patients to make health management easier and more enjoyable. Health app is downloaded to their phone, tablet, or computer to provide the user many tips about health care:
* Led release and sprint planning activities and facilitating daily retrospective activities.
* Become the VOC to translate what the customer wants to technical requirements Reminded the user to take medication or attend appointment
* Helped the user the schedule to take medication or attend appointment.

**Sprint:**

* North Central Services Measurements Reports Generator (SMRG): This project involved 9 states in the NC region. Created a LINUX-based server to get the daily and hourly traffic of all cell sites. Automated scripts were written to FTP the date from the main switches in every state. Excel macros were created to organize the RF and non-RF parameters in non-peak hours (2-5 am daily). The resulted excel sheets would be stored in certain folders for another web-based server.
* Structured Intranet website with both Windows-based web server and a Linux Based server and daily traffic of about 5 TB.
* Led release and sprint planning activities and facilitating daily retrospective activities.
* Become the VOC to translate what the customer wants to technical requirements
* Managed projects in the North Central region of size $5M - $20M.
* Responsible for directing regional and local team of 450 engineers and technicians.