

Sarah De Souza Coelho

Product Manager | Product Owner

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Motivated, detail-oriented, and creative professional with over 16 years of experience in product management, client implementation, and business analysis. Possesses deep expertise in Workers' Compensation, Medical Bill Review, Disability Claims, FMLA, Leave of Absence, healthcare, accounting, and finance. Demonstrated success in startup environments and proven track record of driving product innovation and delivering solutions that meet client needs and market demands. A collaborative leader adept at fostering cross-functional teamwork and achieving strategic objectives.

Skills

Product Management • Product Strategy & Roadmaps • Business Analysis • Process Improvement • Market Research • Agile and Waterfall • SaaS and Service • Agile Product Owner • Cross-Functional Team Leadership • Product Launch • Data Analysis • Customer Relationship Management Software — Salesforce, Confluence • **Project Management Software** — Microsoft Azure DevOps, JIRA, ServiceNow • **Microsoft Office Product Suite**

Certificates

- Certified Scrum Product Owner® (CSPO®)
- Strategic Product and Service Management
- IBM Product Management: An Introduction
- Innovating with Lean Product Management
- Product Management: Create a Go-to-Market Plan
- IBM Introduction to Project Management

Professional Experience

- 03/2024 – present **Contractor Senior Business Analyst, Atom**
- Gather and document business requirements for a cutting-edge application designed to process images and convert them into readable data utilizing Optical Character Recognition (OCR) and Language Understanding Models (LLM).
 - Implement a Quality Assurance tool to validate metadata extracted from the aforementioned application.
 - Orchestrated the development of an AI-powered chat system capable of real-time translation across all languages, facilitating seamless communication and document sharing among Claimants, Healthcare Providers, and Payers.
 - Empowered clients by allowing them to craft custom surveys tailored to their specific clientele and user base, enhancing engagement and user experience.
- 01/2024 – present **Senior Business Analyst, CCMSI**
- Gather and document business requirements for internal and web-based client-facing applications.
 - Collaborate with developers, architects, and other technical experts to ensure a comprehensive understanding of the technology landscape and constraints.
 - Conduct studies and impact assessments to assess the feasibility of proposed solutions and create user stories, use cases, process flows, and other relevant documentation to articulate requirements and solution designs.
 - Work cross-functionally with stakeholders to elicit requirements, resolve conflicts, and drive consensus.
 - Gap analysis to identify areas where existing systems or processes fail to meet business needs.
 - Prioritization and planning of product backlog based on business value and strategic goals.
 - Collaborate with QA teams to verify test scenarios/cases align with the requirements and perform UAT.
 - Provide ongoing support and clarification to development teams during the implementation phase.
 - Act as a liaison between business users and technical teams, ensuring effective communication and understanding of requirements.
- 06/2021 – 01/2024 **Senior Product Owner / Product Manager, Conduent**
- Interim Product Director.
 - Directed a team of four business analysts in successfully implementing a nurse triage system within a two-year product development lifecycle.

- Managed projects from inception to completion directing the requirements management efforts for small and large projects.
- Responsible for product roadmap and development.
- In charge of the development and implementation of the Product vision and strategy.
- Market analysis to support single or multi-state level strategies, recommending initiatives to improve competitiveness, operational efficiency, and profitability while taking state-level compliance constraints into account.
- Subject matter expert, coaching and providing product direction for Clinical Products.
- Incorporated feedback from demos, interviews, user research, and engineering into the team's backlog.
- Partnered with UI/UX design teams to build and articulate the customer experience value proposition through mockups, wireframes, and sandboxes.
- Defined and prioritized product backlogs, user stories, and acceptance criteria, in collaboration with the development team.
- Led the construction, direction, and support of project requirements documentation to ensure timely delivery and proactive communication with all stakeholders.
- Responsible for the transition of new products and vendors to operations and clients.
- Facilitated a thorough comprehension of software requirements and imparted valuable business insights during the requirements process to both the technology team and clients.
- Responsible for all client implementations.

04/2019 – 06/2021

Senior Business Analyst, Conduent

- Partnered with the Product Owner in developing the product roadmap and product life cycles.
- Point of contact for all customer inquiries and production support.
- Provided product direction to the Business Analyst team.
- Identified, wrote, and implemented complex business requirements, use cases, user stories, and functional/non-functional requirements to enrich product offerings, aligning with customer requests, product vision, and roadmaps to optimize development costs.
- Lead in understanding other products' requirements and interaction with other systems.
- Wrote release notes and conducted system demonstrations for Technical Writers and Training teams.
- Analyzed, verified, and directed the business needs of the stakeholders on large and complex projects.
- Collaborated with product managers/owners, development, and quality assurance teams to improve our product, overall efficiency, and processes.
- Led both internal and external business sessions, and prepared meeting minutes and presentations for customers and internal teams discussing upcoming projects and outstanding issues.

06/2016 – 03/2019

Senior Technical Analyst, Zurich North America

- Developed business requirements for a disability startup, crafting a Claims System within the Salesforce platform, alongside innovative Employee and Employer Portals with a complete Product launch in 6 months.
- Led 48 client implementation meetings, gathering requirements and addressing administration gaps to align with customer expectations ensuring successful implementations.
- Project lead for User Acceptance Testing (UAT) and Production Smoke Testing for all clients and new system functionality creating over 800 test cases.
- Subject Matter Expert (SME) in Leave of Absence, Short Term Disability, Long Term Disability, Appeals, the development of user guides, release notes, and training materials.
- Project lead for clients' takeover claims, gathering requirements and ensuring a smooth claim load.
- Led production helpdesk using ServiceNow, acting as primary contact during daily Scrum calls to communicate defects to developers, leading to improved operational efficiencies and reduced resolution time.
- Trained new hires, team members, and business partners on new software and clients' plans and policies.
- Created, developed, and supported reports, including Operational Reports, Eligibility Files, Claim Takeover Files, Performance Guarantees, and Service Level Agreements.

12/2011 – 05/2016

Operations Team Leader, Cigna

- Managed a team of Short Term Disability claim managers successfully reducing the STD to LTD transfer rate from 40% to 20%.
- Drove the achievement of organizational goals by conducting data reviews, analysis of metric reports, and facilitating action plan discussions with the team.
- Supervised team's claim performance, ensuring adherence to published Quality and Compliance standards, while providing feedback and coaching to enhance individual and team skills.
- Planned to address challenges like staffing shortages, new business, and system implementation.

- Fostered strong customer relations through quarterly meetings to discuss program results and guided customers to understand the claim process, contracts, and policy responsibilities.
- Collaborated with the Department of Insurance on claims complaints and maintained full compliance with FMLA, ERISA, HIPAA, and other regulations and laws.
- Mentored new employees and provided training for peers.

Earlier Career History

- 08/2011 – 09/2011 **Medical Assistant/Phlebotomy Externship**, *Yehuda Handelsman, M.D, Tarzana CA*
- 09/2007 – 07/2010 **Business Analyst**, *HDI Seguros, Brazil*
- 06/2006 – 12/2006 **Finance and Accounting Assistant**, *Projectus Consultoria Ltda, Brazil*
- 01/2005 – 12/2005 **Administrative Assistant**, *Tribunal Regional Federal, Brazil*
Additional details available upon request.

Education

- 08/2019 – 08/2023 **Bachelor of Business Administration - BBA, Management Information Systems**,
Florida Atlantic University (FAU)
- 06/2011 – 12/2016 **Associate of Science (A.S.), Business Administration and Management**,
Paradise Valley Community College
- 01/2006 – 12/2009 **Bachelor's Degree in Actuarial Science**, *Centro Universitario FMU*

Organizations

- 08/2023 – present
Boca Raton, FL **Management Information Systems Association (MISA)**
Management Information Systems Association (MISA) is a student organization that welcomes students of all Majors, seeking to expand their technical skill-sets and professional networks.