

# MEHWISH ASHRAF

Bahrain | +973 38-013-907 | mehwishashraf.mail@gmail.com | [LinkedIn](#)

## EXPERTISE

Project Management  
Product Development  
Portfolio Management  
Account Management, B2B, B2C  
Sales Process Engineering  
Information Architecture  
Business Transformation  
Digital Transformation  
Customer Adoption  
Content Strategy  
Process Improvement  
Market Analysis  
SDLC Methodologies  
Master Data Management  
Data Analysis, Data Integrations  
AWS, SaaS, IaaS, PaaS  
HL7 (ORU, FHIR), ICD, HEDIS  
EHR Interoperability  
APIs, LMS, CMS  
UI/UX Design  
Conversational AI

## TOOLS

Informatica  
Tableau, Looker  
Microsoft SQL, Hive  
Screenflow, Camtasia, Final Cut Pro  
Microsoft Office Suite, iWork  
Adobe Creative Suite  
Atlassian Product Suite  
Salesforce  
Monday.com, Wrike  
Mural, Balsamiq  
Postman, Swagger, Kafka

## OTHER SKILLS

Customer Orientation  
Effective Communicator  
Relationship Management  
Detail Oriented  
Creative Thinking

## CERTIFICATIONS

SAFe Agile Product Owner  
LUMA Design Practitioner  
Informatica Big Data

## EDUCATION

MBA In Information Technology  
Goldey Beacom College | USA  
GPA - 3.6

B.E in Electronics & Telecom  
MIT College | India  
Graduated with Distinction

An accomplished professional with 12+ years of diverse industry experience spanning telecom, finance, sales, marketing, and healthcare sectors. Proficient in project management, process improvement, product development, operational strategies, and digital transformation strategies. A dynamic leader and collaborative team player with excellent communication and presentation skills. Data enthusiast with significant ability to build strategic alliances, leading teams to foster growth and productivity successfully.

## WORK EXPERIENCE

### APPLE

NOV 2022 - PRESENT

Success Manager | CA, USA

- Advocate for partners, providing valuable insights to product teams to shape **product roadmaps** and upcoming **solutions**
- Spearheaded **integration** solutions, streamlining workflow for **Apple marketing** and customer communications excellence
- Implemented impactful microlearning, **engagement**, and communication **strategies**, resulting in a **25%** increase in solution **adoption**
- Aligned **KPI monitoring** with business goals, collaborating across functions to establish benchmarks, directly impacting **organizational success**

### NICE CXONE

AUG 2020 - NOV 2022

Solutions Consultant | VA, USA

July 2022 - Nov 2022

- Generated **\$15M in revenue** by implementing multiple **digital** customer journeys leveraging **Conversational AI** on a **SaaS** platform for major **telecom and financial providers** in the USA
- Created strategic **business cases** and innovative **sales** and **marketing** strategies throughout the **sales** cycle, informed by **market analysis**, surpassing the initial target by **45%**
- Led discovery **workshops and training** with prospective clients, providing guidance on design and **technical architecture**

Customer Success Architect | VA, USA

Aug 2020 - July 2022

- Owned the **technical** relationship for a **portfolio** of accounts, partnered with the **CEO** and **sales leads** to execute effective **account strategies**
- Designed a customer web portal with human-centered **design** principles and implemented real-time data ingestion pipelines using **APIs**, resulting in a **22%** boost in customer retention
- Managed projects from **inceptions** through **delivery** and monitored deliverables to stay ahead of schedules
- Created dynamic **visualization** dashboards, providing intuitive insights into **KPIs** for strategic planning and informed decision-making

### INOVALON

APRIL 2014 - MAY 2020

Senior Data Analyst (Acting Product Owner) | MD, USA

Jan 2018 - May 2020

- Implemented **cloud-based SaaS** solution for **healthcare**, enhancing patient care, pharmacy management, and clinical analytics
- Managed the **product roadmap** and led **sprint planning** and prioritization by collaborating with geographically dispersed teams
- Headed **enterprise** teams to develop a **data integration engine** using **big data** tech, achieving a **93%** boost in data integrity

Senior Business Analyst | MD, USA

Jan 2016 - Jan 2018

- Managed the **customer life** cycle for primary healthcare providers in the USA, conducted **training**, and **market research** ensuring a positive customer experience
- Engineered **SSO** integration to seamlessly push patient and provider-specific analytical results to **EHR** platforms, ensuring robust **interoperability**

# MEHWISH ASHRAF

Business Analyst | MD, USA.

April 2014 - Jan 2016

- Created **business** and **functional** requirement **documents**, **use case diagrams**, **process flows**, and **project plans**, ensuring robust documentation
- Collaborated with cross-functional teams for comprehensive **testing** (unit, functional, integrated, **API**, and UI), ensuring robust software quality

## TECH MANHINDRA

JUNE 2010 - JUNE 2012

Technical Associate | Pune, India

- Established **data dictionaries**, **definitions**, and **business rules** for 4000+ data elements, advancing a product-wide **data management** initiative
- **Extracted, transformed, and analyzed** data to produce insightful **visualization** reports, empowering leadership in strategic decision-making

## INFOSYS BPM

NOV 2009 - MAY 2010

Technical Associate | Pune, India

- Applied analytical judgment to resolve network issues, ensuring customer loyalty and satisfaction, achieving an overall **customer satisfaction** rate of **92%**