DENIZ OZEL

Pembroke Pines, FL 33025   ldeniz.ozel@gmail.com
561.400.2098   www.linkedin.com/in/ldenizozel

LEADERSHIP PROFILE

Highly experienced and certified SAFe Product Owner with a proven background of success in developing robust projects from inception to release, delivering high-performing, scalable, high-quality software products. Significant strengths in Project and Product Management, and a **Certified Scrum Master** with comprehensive knowledge of the full SDLC including Agile and Scrum. Expert knowledge of the latest principles, practices, techniques, and software development methodologies for assessing best practices, emerging technologies, and applying them strategically to business objectives using Scaled Agile Framework. *Bilingual: Fluent in English and Turkish.*

A servant leader who is innovative, versatile, proactive, and a team player. Outstanding collaboration and communication skills able to work well with individuals at all levels and interface with both technical and non-technical clients and stakeholders. Recognized for exceptional project management skills, consistently delivering high visibility projects, from requirements definition to post implementation support, on time, and within budget.

EDUCATION AND CERTIFICATIONS

Project Management Professional (PMP), *Project Management Institute* – July 2023
Certified Associate in Project Management (CAPM), *Project Management Institute* – July 2022
Certified Scrum Master (SMC), *Scrum Alliance* – June 2022
Certified SAFe Product Owner/Product Manager, *Scaled Agile, Inc.* – May 2022

Master of Public Administration Degree - Graduated with Honors
Honors and Activities: GPA: 4.0; President of Pi Alpha National Honor Society; Member of Golden Key Honor Society
Florida International University

Bachelor of Arts Degree in Biology, Minor in Psychology
University of Miami

PROFESSIONAL EXPERIENCE

CENTRALREACH   **10/2014 - PRESENT**

■ Product Owner (03/20-present)

Promoted as a key member of the leadership team to provide feedback and support for the company's EMR and practice management system. Involved in the entire product lifecycle from design and development of new product lines through to deployment and ongoing improvements to existing applications. Oversee stakeholder management, communications strategy, process improvement, business engagement, value proposition enablement, and performance reporting. Emphasis on delivering data and insights of the customer experience to drive the development of best-in-class products and solutions.

➢ Collaborate with Product Managers and stakeholders to craft the vision and concept development of a product.
➢ Facilitate communication across teams and share product knowledge.
➢ Lead scrum teams, serving as the product and customer voice in defining product prioritization and product opportunities, communicating with stakeholders throughout the project.
➢ Work with internal and external contacts to analyze needs and align the product roadmap to product vision and strategic goals.
➢ Maintain a product backlog according to business value or ROI in collaboration with product management and business teams.
➢ In collaboration with Tech and Scrum Master Leads, drive development activities for specific work streams.
➢ Communicate vision and direction to the development team and stakeholders throughout the Release/Sprint.
➢ Proactively mitigate impediments impacting successful team completion of Release/Sprint Goals.
➢ Provide backlog management, iteration planning, and elaboration of user stories in Jira.
➢ Produce user stories, requirements, sketches, workflows, and risk factors including edge cases, and other potentially impacted functions.
➢ Work directly with customers to validate assumptions and communicate potential solutions for initial feedback.
➢ Provide data to assist in prioritizing product bug fix, enhancements, new feature backlog, and development for the product.
➢ Collaborate with the UX/UI teams to ensure requirements and user stories are maintained in the product design.
➢ Assist in planning product release plans and set expectation for delivery of new functionalities.
➢ Research industry competitors and influence product vision, road-map, and growth opportunities. (Cont. P2)

Product Owner - (CONTINUED)

➢ Member of the Security Committee comprised of executive leaders. Serve as a conduit for communication between the Chief Compliance Officer, General Counsel, COO, CTO, and CPO. Reports to the Security Committee the results of security audits, investigations, and provide guidance to the Security Committee on the impact of regulation changes on the product.

➢ Work closely with Client Ops and Technical teams to create and maintain documentation of backlog based on customer impact, technical debt and business value.

➢ Work with Business SMEs to develop clear and comprehensive requirements for bug fixes, enhancements, or new features.

➢ Actively participate in QA activities, providing acceptance criteria and testing of new functionality.

➢ Built a defect management process including the integration of Salesforce and Jira.

➢ Championed the development of a feature request process including integration between Salesforce and Jira.

■ Director, Customer Support (01/2018 - 03/2020)

Directed daily operations of customer support for over 700 clients via tickets, phone and remote assistance. Hired, trained, and mentored a staff of seven help desk reps and technicians including conducting performance evaluations and succession planning.

➢ Rebuilt the entire support ticketing system and process and increased ticket close scores from 3.8 to 4.3.

➢ Devised recommendations to streamline and simplify customer support system, improving response time by 26%.

➢ Fostered an environment in which customers experienced high levels of customer service and employees were motivated to deliver top performance. Emphasis on continual process improvement and ensuring a customer-focused organization.

➢ Developed daily, weekly and monthly reports on the help desk team's productivity.

➢ Set specific customer service standards and performed frequent audits to identify areas in need of improvement.

➢ Contributed to improving customer support by actively responding to queries and handling product and service complaints.

➢ Provided customer feedback directly to the CEO, and internal teams such as engineering, product, sales, implementation, and customer success leads.

➢ Established and monitored best practices through the entire technical support process.

■ Customer Success Manager/Account Manager (06/2016 -12/2017)

Served as the main point of contact for 80 customer accounts post-implementation of our software. Provided business, technical, and product knowledge to assist accounts in fully utilizing our product.

➢ Managed client success and satisfaction by addressing product related questions and technical challenges.

➢ Increased utilization of product usage by identifying areas of opportunity and suggesting best practice workflows.

➢ Monitored accounts to ensure usage of turn product stack and optimal performance.

➢ Frequently conducted and coordinated tactical operations reviews with client teams.

➢ Served as a liaison between development, sales, and senior leadership to support the organization and ensure client escalations were resolved timely.

➢ Accurately identified, replicated, and documented software defects with FogBugz and Jira management systems.

➢ Performed quarterly business and product utilization reviews and assisted in product trainings where needed.

■ Customer Support Associate (10/2014-06/2016)

Provided direct support to clients on the use of the company's software product. Managed requests for assistance for a variety of technical needs and provided specialized support to customers vendors via phone and email.

➢ Monitored tickets and live chats through the software's internal ticketing system.

➢ Met with customers on user-training inquiries and advising on best-practice usage of software using GoToMeeting.

➢ Identified, replicated, and documented software defects via FogBugz and Jira.

➢ Performed in-depth research and complex problem resolution on a daily basis to achieve optimal first call resolution.

➢ Updated and created user guides and knowledge base help articles via WordPress.

➢ Delivered exceptional client experience by identifying and documenting client needs and issues; answering incoming inquiries; effectively applying problem solving techniques; educating clients; and following issues through to their successful resolution.

➢ Consistently ensured the highest levels of client satisfaction and quality service delivery.

➢ Demonstrated success in meeting or exceeding all departmental metrics for customer satisfaction, productivity, and service.

PROFESSIONAL EXPERIENCE

GAMESTOP   10/2011 - 03/2013

■ **Assistant Store Manager**

Assisted in managing daily sales and operations at a location generating annual revenues in excess of $5MM. Accountable for driving revenues, customer service/satisfaction, staffing, training, merchandising, and execution of company programs. Coached, mentored and trained a culturally diverse staff of 10.

➢ Kept the store running efficiently by ensuring staff provided friendly, open and enthusiastic customer service, both in person and on the phone.

➢ Oversaw the hiring process including screening applicants, contacting potential employees, conducting interviews, hiring associates, and assisting in training.

➢ Provided staff leadership by example and worked closely with employees to identify best practices, providing the best possible work environment and fostering growth. Motivated and mentored staff to achieve and exceed sales goals.

➢ Created visual merchandising plans/strategies which increased buyer awareness and product sell-through.

➢ Coached staff on selling behaviors and best practices that positively impacted UPT, average dollar sale and conversation rate.

THE LOFT   09/2009 - 10/2011

■ **Co-Manager**

Hired to manage daily store operations for this women's fashion store with annual revenues in excess of $3.5MM. Emphasis on execution of strategies to maximize store profitability and to exceed sales plan, customer service and operational goals.

➢ Effectively handled client service issues while displaying excellent customer service and professionalism at all times.

➢ Performed opening and closing procedures including opening/closing registers, bank deposits, recovery, cleaning, and accepting/receiving shipments.

➢ Operated as floor coach in the absence of a manager, including conducting quarterly store audits, executing disciplinary action, and hiring/terminating associates.

➢ Maintained established merchandising standards, including window, sales floor and promotional displays.

TECHNICAL SKILLS

Salesforce, Jira, AHA, FogBugz, WordPress, Pendo, Zoom, Miro, Figma, and Microsoft Office

PROFESSIONAL AFFILIATIONS

Former Member of American Society for Public Administration
Certified SAFe Membership
Scrum Alliance Membership

VOLUNTEER EXPERIENCE

Transporting pets in need for various local animal rescues, volunteering at local adoption events, participating in community outreach education efforts, and fostering dogs.