**EMMA BUHR**

262-225-7529 | [emmabuhr4409@gmail.com](mailto:emmabuhr4409@gmail.com) | WI | [LinkedIn](https://www.linkedin.com/in/emma-buhr-82334912a/)

Results-driven Product Owner with a track record of delivering innovative products. Skilled in translating requirements into actionable plans, leading cross-functional teams, and leveraging Agile Practices. Strong communicator and collaborator. Seeking to utilize my expertise in product ownership to drive continuous improvement and contribute to the success of an ambitious organization.

**SKILLS & COMPETENCIES**

**Agile Methodologies:** Scrum, Kanban, Scrumban, SAFe and Product Management

**Tools and Software:** Jira, Trello, Confluence, Slack, Miro, LucidChart

**Soft Skills:** Growth-Minded, Stakeholder Relations, Facilitation, Customer Relations, Escalation Management, Written and Verbal Communication, Public Speaking, Self-Starter, Coaching

**CERTIFICATIONS**

* Scrum.org: Professional Scrum Product Owner (PSPO I)
* ICAgile: ICAgile Certified Professional (ICP)
* Agile Masterclass, Product Owner Foundations, Mastering User Stories - Agile Academy

**PROFESSIONAL EXPERIENCE  
Testifyr** *February 2023 - Present*

*Product Owner (part-time)*

* Serves as a key facilitator in promoting effective communication and collaboration among stakeholders, Agile team members, and developers, ensuring seamless alignment and coordination throughout the product development lifecycle, resulting in a 20% reduction in project delays and improved time-to-market efficiency
* Facilitates the adoption of an Agile mindset within the team, championing the principles of iterative and incremental product development to promote adaptability, collaboration, and continuous improvement, resulting in a 18% increase in team productivity
* Collaborates closely with the development team to ensure timely delivery of product features, adherence to budget constraints, and maintenance of high-quality standards throughout the development process
* Utilizes Agile methodologies, to plan and execute product development sprints, ensuring on-time delivery and continuous improvement
* Conducts market research by analyzing market trends, customer pain-points and available competitor products
* Utilizes tools like Jira and Confluence and Miro to document requirements into a visual representation of steps taken to create value, and define user stories and acceptance criteria

**Humana** *May 2020 - Current*

*Product Analyst|DMS*

* Understand market needs, conduct market research, and design products that effectively met the healthcare requirements of target customers in order to develop and launch successful Medicare, Dental, and Vision insurance policies in 18 states.
* Mentored new hires within the sales team, providing guidance and support in understanding the product offerings, value proposition, and sales strategies, leading to a 25% increase in sales team effectiveness
* Develop collaborative relationships with different departments, actively engaging with customer support, operations, and development teams to align strategies and initiatives leading to increased customer conversion of 12%
* Foster a positive remote team environment by promoting open communication channels, encouraging regular check-ins, and facilitating virtual team-building activities
* Lead enrollment tool revamp through pilot programs, feedback, and cross-functional collaboration, while continuously iterating and enhancing tools for improved user experience and increased enrollment rates

**South Asia Summer Language Institute** *Sept. 2016 - May 2020*

*Marketing and Communications Analyst*

* Collaborated with marketing teams and stakeholders to design and distribute impactful marketing materials to over 80 global institutions
* Leveraged a data-driven approach to assess the effectiveness of marketing campaigns and initiatives, using key performance indicators (KPIs) and analytics to measure outcomes and drive continuous improvement
* Analyzed data and feedback collected from user surveys, customer feedback, and market research, to gain insights into product performance and identify areas for improvement
* Efficiently completed multiple projects concurrently, maintaining clear communication with stakeholders and cross-functional teams, and meeting strict deadlines, ensuring timely delivery of marketing materials and program initiatives

**EDUCATION**

**University of Madison Wisconsin***Bachelor’s Degree - Communication Arts*