**Coral Springs, FL | 973.224.4969 | heatherrayan@outlook.com**

**Heather Rayan, CSPO**

**IT Product Manager | Supply Chain Integration Specialist | API/EDI Expert**

Strategic Product Manager and Certified Scrum Product Owner (CSPO) with 20+ years of experience delivering scalable integration solutions across global supply chains. Proven success in orchestrating complex EDI/API connectivity, ERP modernization, and B2B interoperability for logistics, retail, and manufacturing ecosystems. Adept at bridging business and technical teams to drive innovation and operational efficiency using Agile, Lean, and customer-centric methodologies.

**CORE COMPETENCIES:**

* **Product Management:** Roadmap Development | Backlog Prioritization | User Stories | Sprint Planning | Retrospectives | Requirements Gathering | Customer-Centric Solutions
* **Leadership & Collaboration:** Team Facilitation | Conflict Resolution | Data-Driven Decision Making | Stakeholder Management | Expectations Management | Partner Integration Strategy
* **Methodologies**: Scrum | Kanban | Lean | Waterfall | Agile
* **Technical Expertise:** EDI/API/XML/Flat File Integrations | ERP Architecture | Business Process Optimization | Complex Business Systems Analysis | B2B Network Connectivity | Logistics Technology Enablement
* **Industry Expertise:** Manufacturing | Retail | Global Supply Chain | Transportation | Distribution | Logistics | Freight Forwarding | 3PL/4PL | Warehouse Management (WMS) | Third-Party Integrators

**PROFESSIONAL EXPERIENCE:**

**Product Owner, Integration (EDI/API/XML)**

**D&H Distributing – Harrisburg, PA**

**Sep 2021 – Dec 2024**

* Led the delivery of API-first and EDI integration services across a multi-enterprise supply chain network, improving partner on-boarding by 30%.
* Orchestrated seamless B2B data exchange across 150+ concurrent projects, facilitating interoperability with top-tier retail and OEM partners like Lenovo, Cisco and Apple.
* Collaborated with cross-functional teams to gather, prioritize, and refine complex requirements, transforming them into actionable user stories and clear acceptance criteria,
* Leveraged Lean principles and Greenbelt certification to drive process improvements, reducing operational expenses and optimizing feasibility, ROI, prioritization, and execution.
* Defined and tracked metrics and Key Performance Indicators (KPIs) for integration performance, ensuring alignment with business objectives and strategic goals, driving measurable impact in project delivery output.
* Worked alongside PMO, stakeholders, developers, business analysts and end-users to identify and resolve roadblocks, manage expectations, and ensure projects remained on schedule and within budget.
* Technical management of all third-party integrators for vendors and customers (SPS Commerce/Commerce Hub/True Commerce/1WorldSync).

**Integration Engineer**

**DSV/Panalpina – Morristown, NJ**

**Feb 2008 – Apr 2020**

* Delivered global integration solutions supporting freight forwarding, customs, warehousing, and multimodal transportation processes across multiple ERP systems.
* Aligned IT delivery with commercial logistics strategies, accelerating customer-specific onboarding using agile implementation frameworks.
* Partnered with business analysts, sales teams, and technical management to provide expert consultation, ensuring system resources aligned with new business models and goals.
* Monitored and managed service level agreements (SLAs), standard operating procedures (SOPs), and best practices, ensuring compliance and timely delivery of products and services.
* Developed user acceptance testing (UAT) cases to ensure technical and functional requirements were met prior to deployment.

**Senior EDI Business Analyst**

**Kenneth Cole Productions – Secaucus, NJ**

**Mar 2004 – Jan 2008**

* Maintained all EDI interface mapping, including creating new maps and modifying existing ones to ensure seamless communication with trading partners.
* Implemented and maintained secure communications (AS/2) for encrypted EDI transactions with external partners.
* Acted as the liaison between internal stakeholders and external partners, ensuring that business requirements were accurately reflected in technical specifications.
* Produced detailed EDI documentation (specifications, implementation guides, and user training) to support internal and external teams.

**EDI Analyst**

**Parmalat USA/Farmland Dairies – Wallington, NJ**

**Jan 2001 – Mar 2004**

* Spearheaded the mapping, implementation, and testing of new EDI trading partners and transactions, ensuring accurate and efficient data transfer.
* Monitored data flow, resolving issues with transmission, acknowledgements, and error corrections to maintain high-quality integration.
* Implemented and tested EDI transactions and partner setups, leading initiatives that reduced billing errors and saved $10,000/month through automated reconciliation dashboards.

**CERTIFICATIONS:**

* Certified Scrum Product Owner (CSPO, Scrum Alliance)
* Lean Six Sigma Greenbelt Certification (D&H Distributing, Company Certified)

**Integration Technologies:** EDI X12/EDIFACT, API, XML, Flat Files, AS/2, JSON, Webhooks, SAP-IDOCS

**Platforms & Tools:** Microsoft Dynamics A/X, IBM B2B Integrator, SAP. Supply Chain Visibility: OMS/TMS/WMS