**David Campbell CSM**

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**Business Leader**

Analytical and detail-oriented professional with expertise in financial services front, middle office, and back office (clearance /settlement). A proven ability in contributing to successful business outcomes through the emphasis of operational efficiencies, thought leadership, risk & issue communication, analysis, and problem-solving acumen. Proven success in workflow and product management in alignment with strategic objectives.

**PRODUCT KNOWLEDGE / SYSTEMS /APPS / COMPETENCIES**

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| --- | --- | --- |
| * Equities
 | * Business Analysis
 | * Bloomberg (AIM/EMSX/)
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| * Fixed Income
 | * Feature/Story Creation
 | * Broadridge IMPACT/BPS
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| * IRS / ERS / TRS / CDS
* Foreign Exchange
* Bank Loans
 | * QA Testing
* UAT Planning & Testing
* Fidessa
 | * Fenergo
* WSO/Clear par
* Salesforce
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|  |   |  |

**PROFESSIONAL EXPERIENCE**

**RAYMOND JAMES**

**Senior Business Analyst Oct 2024 – Present**

* Create current state and future state process flows for Fixed Income transaction entry, and execution to support UI based trading platform.
* Conduct UI field, JSON related payload mapping to downstream systems to support the passing of transaction details and overall product related information.
* Conducted requirements gathering session to drive future state business related requirements and obtained stakeholder signoff to support finalized artifacts.
* Created UAT test scenarios and associated scripts in support of UAT testing effort.
* Document user Feature and associated stories for asset risk rating and watchlist enhancements in proprietary platform.
* Created and communicated weekly status updates to senior management. Inclusive of Issues, Risks and accomplishments.

**PERFICIENT INC. Feb 2022 – Sept 2024**

**Senior Business Analyst**

* Developed detailed user stories to support Product Features and drive the migration of accounts from vendor Client Onboarding Platform to in-house UI based Client Onboarding application in support of wealth management roadmap for client with $1trillion in AUM with special focus on KYC, CIP, AML, Beneficiaries, Joint Accounts and Secondary Holders.
* Generated User Stories to support Product Features for future state requirements and associated workflows for the migration of Siebel based tasks to an in-house proprietary solution for the receipt and processing of Qualified Domestic Relations Order’s (QDRO) and their supporting artifacts (subpoenas, point in time pension / 401k balances) thereby reducing repetitive steps and manual input buy 15% on behalf of a major wealth management organization with 1.5trillion in AUM.
* Drove modernization and requirements gathering efforts for complaint capture, classification, queuing, prioritizing, assignment, escalation, remediation, reporting, and archiving for verbal and written artifacts utilizing a CRM solution thereby improving complaint processing and resolution time by 25%
* Conducted story refinement sessions enabling the technology team to determine the level of effort and assign story points.
* Coordinated SIT testing effort and associated test scripts. Conducted daily standup meeting to discuss testing results and prepare for upcoming tests. Documented requirements and defects in the JIRA system and communicated high priority defects to internal and external stakeholders.
* Created User Story acceptance criteria to support story related QA testing and validation points.
* Analyze and prioritize user stories based on business value, feasibility, and dependencies to drive efficient product development
* Continuously refine user stories based on feedback, user testing, and evolving business goals to ensure alignment with the product vision
* Act as Scrum Master by providing project updates, project plans and running Agile ceremonies including daily scrum

**EAGLE CREEK SOFTWARE/ATOS Apr 2020 – Feb 2022**

**Principal Business Analyst**

* Facilitated JAD sessions with stakeholders to drive requirements for bank loan application submission system.
* Designed screen mockups to support UI layout & functionality for various workflow components.
* Provided QA test support in the JIRA system for Salesforce implementation across various Salesforce related objects in a timely fashion for small, medium and large market heath care benefit product plan quotes.
* Generated and published reports with testing statistics, pass rate, fail rate, system metrics and other relevant information to facilitate discussion amongst leadership and drive decision process.
* Participate in and contribute to daily scrum calls. Provide status on work items, identify risks and areas of impact / concern.

**WELLS FARGO July 2018 -Apr 2020**

**Product Strategic Delivery – WS Lead/Consultant: Product Manager / Business Analyst**

* Utilize Agile approach to capture requirements via user stories complete with acceptance criteria to support the migration of products and associated operational processes from Wells Fargo legacy platform to next generation system.
* Document current state collateral (Algo / Coline) workflow to identify workflow gaps for information feeding Broadridge systems.
* Document fixed income trade processing requirements for newly created Wells Fargo entity to support (BREXIT) regulatory deliverables.
* Lead data management workstream, coordinate and interact with various enterprise level teams and external vendors for the creation of project related artifacts and associated deliverables.
* Participate in daily stand-up calls to address items identified for discussion in project RAID log.
* Organize, plan, and work with stakeholders to perform User Acceptance Testing from front office fixed income & equity source systems to Wells Fargo middleware, to vendor products (Broadridge Gloss, BPS, Impact) and on to Wells downstream partners inclusive of BONY and DTCC.

**INVESCO Apr 2017- July 2018**

**Future State WS Lead/Consultant: Business Analyst**

* Conduct brainstorming and JAD sessions with stakeholders, users and technology partners to develop features and requirements in support of the Futures State roadmap.
* Report future state project status to Operating Committee on a weekly basis inclusive of future status projections.
* Facilitate vendor sessions in conjunction with internal team to review overall product functionality
* Review vendor application and develop scorecard for functional observations in support of high-level requirements.
* Review current state process for User Defined Instruments, factored bonds, fund reconciliation, and security validation and associated ETL’s.
* Review the current state process of the Barclays POINT system and the functional migration to the Bloomberg PORT analytics and attribution platform.
* Develop future state concept and process improvement strategy to streamline manual processes, reorganize inefficient business processes and improve the overall workflow.

**SUNTRUST ROBINSON HUMPHREY**

**First Vice President: Lead Business Analyst/ PM Apr 2013 – Nov 2016**

* Partner with Line of Business, and Technology Delivery team to interpret the scope of the project and provide the appropriate prioritization and delivery timelines.
* Provide guidance for a team of 5 capital market business analysts. Assign projects and tasks as needed.
* Engaged with Third party risk management and Operational Risk teams to document internal processes for proprietary and vendor utilized systems in alignment with SOP’s and other Procedural documentation. Identified control points and risk exposures. Identified processes and functions that presented key man risk. Assessed vendor platforms to determine areas of concern where data could be breeched externally and the financial, reputational, and systemic impacts should a breech occur where client information is accessed and/or disseminated in an unauthorized fashion.
* Implemented ITG Triton in support of Program Trading initiative. Teamed with Operational Risk to capture system end- to- end state, trade exposure limits, system risks and reporting requirements.
* Provide business analysis support for transition from Bloomberg SSEOMS equity trading platform to Fidessa equity order mgmt. system.
* Teamed with Operational Risk and internal stakeholders to document the equity proprietary trading process. Identified areas of risk and exposure. Reviewed adherence to internal policies and procedures. Identified trading outliers and internal and external reporting guidelines.
* Manage the administration, vendor relationships, requirements, timelines, user acceptance testing and delivery of end-to-end business applications utilized within the Fixed Income, Regulatory, Equity, and Derivative spaces.
* Lead BA for $2.5 mm multi-year regulatory enterprise Legal Entity client onboarding initiative implementing the Fenergo platform to five downstream source systems for broker dealer and swap dealer onboarding. Knowledge of CIP, KYC, AML, FATCA. FINRA Rule 2111, QIB (Qualified Institutional Buyer).
* Implement applications to support equity & fixed income trading LOB such as real-tick, broker algorithms, Flex-trade; Bloomberg BTCA (Bloomberg Transaction Cost Analysis) Dealogic. ITG Triton, Bloomberg TOMS, & Tradeweb.
* Lead business analyst for regulatory FR\_2052a regulatory requirement, TRACE, Large Trade Reporting and Dodd Frank related reporting.

**PINEBRIDGE ASSET MGMT Jul 2011- Jul 2012**

**Senior Business Analyst –Bloomberg AIM Order Management SME**

* Analyze, decompose and document fixed income &equity workflow used by PM’s & traders for AUM in excess of $70B. Evaluate &re-engineer trading workflow across asset classes inclusive of gap analysis.
* Meet with stakeholders to solicit feedback regarding needed workflow enhancements.
* Participated in Bloomberg team responsible for the transition from Charles River OMS to Bloomberg AIM.
* Create BRD’s designed to enhance front office usability within the Bloomberg AIM OMS for equity (EMS-Equity Order Management System) & fixed income (BDS-Business Decision Support) assets classes.
* Create FRD’s and Use Cases for use during the development process.
* Track enhancement milestones and development timelines from release to beta, UAT, and production.
* Responsible for change management process, user acceptance testing, and documentation. Maintain open-issue action items log with prioritization of enhancements
* Parsing reference data and pricing information for nourishment into the EOD pricing file.

**BLOOMBERG L.P., Sep 2009 – Jul 2011**

**AIM/Buy-side- Business Analyst**

* Provide onsite client-based training designed to increase client use and comfort with the Bloomberg AIM order management platform. Educate clients with respect to system functionality and enhancements from the frontend trading application, middle office applications, to the back -office communication to custodians. Created BRD’s, FRD’S and Use Case documents to support stakeholders.
* Implement and transition security holdings from home grown or vendor asset management system onto the Bloomberg AIM multi asset system for front, middle, and back-end processes.
* Meet with, respond to, and anticipate the needs of Bloomberg trade system users ranging from PM's, COO's, traders, compliance, and back-office personnel.
* Educate users with respect to system functionality from equity execution, order mgmt, settlement and analytical related tools for equity, fixed income, CDS, Total Return Swaps, Commodity Swaps, Interest Rate Swaps, FX and other related products. Create customized benchmarks and models for clients in Bloomberg BDS.
* QA / BETA test functionality to determine the existence of bugs and other related issues prior to UAT migration.
* Team with the integration staff to develop a statement of work designed to pinpoint deliverables. Move client from implementation phase of the Bloomberg AIM platform to the live production environment.
* Manage relationship and provide support for over 100 users (14 accounts) with AUM in excess of $450b.
* Explain compliance related functionality and assist users in developing compliance related rules and strategies designed to ensure proper implementation of internal investment guidelines and policies.

**CREDIT CAPITAL ADVISERS, May 2004 – Mar 2009**

**Business Operations Mgr- Fixed Income/Equity/Loan/Derivative Trade Support**

* Managed project integration of the Bloomberg AIM system in support of multi asset classes like CDS, Loans, Equity, and fixed income.
* Manage system integration of Wall Street Office, DTCC and Clear Par for trade confirmation and affirmation process.
* Utilize LoanServ for loan administration process (payment processing, escrow admin, investor admin) etc.
* Managed P&L process across asset classes and operational risk issues. Provide pricing information for use in the month-end P&L process.
* Migrated operational function from outside vendor to in-house operational staff, at an annual cost savings of $150,000.
* Settled loan, bond, equity, & CDS transactions. Reconcile security positions, cash balances, & P&L across all product lines. Reconciled loan accruals, rate resets, foreign exchange P&L, and loan pay-downs.
* Instituted straight through processing of equity and bonds, reducing input errors by 60%.
* Managed operational team of 5 in support of settlement and confirmation process.
* Ensure Fedwire transfers and other electronic cash wires via Clear Par were sent / received to support security transaction activity.
* Interacted with fund administration, prime brokerage, and other counterparties to ensure accuracy of loan related documentation, fixed income P&L and other portfolio related items.

**EDUCATION & CERTIFICATIONS**

**Bachelor of Science in Business Administration**

New York Institute of Technology

Kaplan University

Programming Certificate

Series 7,55,63 (Expired)

Certified Scrum Master (CSM)

**Technical Skills:** Microsoft Office Suite, Microsoft Project, Microsoft Word, PowerPoint, Excel, Visio, Power BI, JIRA

SQL, FIGMA, FIX 4.2, ADO (Azure Dev Ops)