Rashmi Singh

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Product Owner / Senior Business Systems Analyst – Healthcare Operations & Technology

Healthcare Recruitment • Credentialing • Billing & Payments • Workflow Optimization • Agile Delivery

PROFILE

Certified Scrum Product Owner (CSPO) with **16+ years** of experience in product ownership, business systems analysis, and process modernization within healthcare staffing – recruitment, credentialling and Backoffice operations. Skilled in defining product vision and roadmaps, gathering requirements, prioritizing backlogs, and delivering value-driven solutions that improve credentialing, onboarding, billing, and payment accuracy. Proven record of translating complex business needs into scalable technical solutions that enhance efficiency, data governance, and cross-departmental collaboration under tight deadlines in regulated environments.

CORE COMPETENCIES

Product Ownership (CSPO)	UAT / QA Coordination
Agile / Scrum Methodology	Cross-Functional Stakeholder Management
Healthcare Recruitment & Credentialing	Process Re-engineering
Billing / Payments Workflows	Release Planning
Requirements Management	Change Management
Data Mapping / Migration	Operational Analytics
Workflow Optimization	

PROFESSIONAL EXPERIENCE

Sr. Product manager/ Product Owner – Remote with 25 % travel

Supplemental Healthcare (Staffing), Buffalo NY | March 2024 – Nov 2025

- Brought extensive experience in the healthcare staffing industry, leading Back Office operations for payroll, employer Benefits and billing product suites. Owned end-to-end product lifecycle management, developing **clinical and non-clinical billing strategies** to support Third party vendors and other Vendor Management system such as Fieldglass, Bluesky etc.
- **Vendor Integrations -** Proven track record of delivering seamless system interoperability between in-house ATS solutions and vendor suites including **Bullhorn, PlanSource(Benefits integration) and Ceridian/Dayforce**. Specialized in optimizing the hand-off between **1Staff billing**, payroll, and **Cash App for a fully transparent revenue cycle.**
- Delivered high-impact integrations between in-house ATS solutions and vendors including **Bullhorn, 1Staff (Billing) and Ceridian/Dayforce (Payroll). Defined and documented rigorous data mapping**

standards and integration workflows that synchronized payroll and billing with **Cash App** to automate reconciliation and eliminate data silos.

- **Developed and executed product strategy** by defining a clear roadmap and aligning it with overall business objectives.
- **Led cross-functional collaboration** across engineering, sales, marketing, and operations to guide product development and ensure successful product launches.
- **Managed full product lifecycle**, from concept and development to launch, post-launch analysis, and continuous improvement to enhance user satisfaction.
- **Maximized product value** by defining product vision, managing the backlog, and acting as a key liaison between development teams, stakeholders, and third-party vendors.
- **Owned and Managing backlog prioritization**, ensuring alignment between customer needs and business goals through effective leadership and data-driven decision-making.
- Partnered closely with development teams during all Sprint ceremonies, providing clarity on requirements, resolving blockers, and driving successful delivery.
- Created **user stories, features, and epics** in **Azure DevOps**, detailing dependencies and ensuring alignment with business objectives. Proficient in creating **Figma prototypes** to support visual clarity and communication.
- Participated in **User Acceptance Testing (UAT)** with stakeholders to ensure business requirements were met and secure final approvals.
- **Key Project Deliveries:**
  - Led the end-to-end delivery of a **Payroll and Billing automation initiative** using **Agile/Scrum**, defining product vision, managing the backlog in **Jira/Azure DevOps**, and establishing efficient workflows by integrating the in-house ATS with **Bullhorn (candidate timesheet portal), Ceridian/Dayforce, 1Staff (billing), and Cash App** for accurate revenue reconciliation.
  - Owned and continuously refined the **product backlog** for the in-house ATS platform, prioritizing enhancements through **PI Planning, backlog refinement, sprint planning, and sprint reviews**, and delivering modernization initiatives including **Azure-based deployment pipelines**.
  - Drove delivery of an **AI-driven timesheet automation solution**, collaborating with cross-functional Scrum teams through **daily stand-ups and sprint ceremonies**, enabling automated ingestion, data extraction, and validation of timesheets to reduce manual effort and processing time.
  - Led the Minimal Viable Product definition and rollout of an **AI-powered credentialing solution**, leveraging **PI Planning and iterative sprint releases** to automate document classification and validation across multiple intake channels (Dropbox, Google Drive, Outlook shared mailboxes), resulting in **headcount reduction and operational cost savings** to submit the nurses on Assignments/Job orders.

Product Owner / Sr. Business Analyst,

Cross Country Healthcare (Staffing), Boca Raton FL | June 2012 – Jan 2021

- Owned product vision and roadmap for enterprise platforms supporting recruitment, Eligibility and Credentialing, onboarding/enrollment, timekeeping, payroll, and billing operations for a leading healthcare staffing organization.
- Partnered with business stakeholders to define user stories and prioritize the product backlog based on business value and compliance impact.
- Collaborated with engineering teams to translate requirements into technical stories and ensure timely delivery of high-impact features.
- Improved credentialing and onboarding efficiency by redesigning workflow automation and reducing manual processing time by 35%.
- Delivered a custom payroll, benefits and billing integration between ADP and PeopleSoft that eliminated data redundancy and produced cost savings exceeding $200K per month.
- Led enterprise data migration following multiple acquisitions, merging clinician and branch data into unified platforms to enable accurate reporting and financial reconciliation.
- Defined epics, user stories, process flows, and acceptance criteria; conducted UAT and post-deployment validation to ensure feature adoption and data accuracy.
- Supported analytics initiatives with Finance and BI teams to create KPI dashboards for revenue tracking and compliance monitoring.
- **KEY PROJECT DELIVERIES:**
  - Served as **Product Owner** for enterprise CRM initiatives, leading Agile delivery of **Microsoft Dynamics CRM and Salesforce** implementations by defining product vision, managing the backlog, and prioritizing features based on business value.
  - Owned and refined the product backlog for **web application integrations**, Candidate Portal enhancements, and **ATS automation**, translating stakeholder needs into user stories, acceptance criteria, and iterative releases aligned with modern technology standards.
  - Led **requirements discovery and backlog prioritization** for back-office products (payroll, billing, and benefits), delivering an in-house payroll and billing calculation module; drove a custom **ADP–PeopleSoft integration** that reduced data duplication and achieved **$200K+ in monthly cost savings**.
  - Acted as Product Owner for **post-acquisition system integration**, coordinating cross-functional Scrum teams to execute data migration, training, and **phased Agile rollouts**, starting with pilot releases and scaling across the organization.

Key Technologies: ADP, PeopleSoft, API Healthcare, BlueSky Medical Staffing, SQL, Jira, Visio, Figma, CRM, Salesforce.

Sr. Business Analyst

Computer Solutions & Software International – Coconut Creek, FL | April 2006 – May 2012

- Partnered with major health insurance clients (including BCBS and UHC) to define requirements for claims and provider network systems.
- Created BRDs, data dictionaries, and functional specifications; supported configuration, UAT, and go-live stages of system implementations.
- Facilitated JAD/RAD sessions and collaborated with technical teams to translate business objectives into system design requirements.
- Conducted feasibility and risk analysis for change requests and product enhancements.

Associate Professor,

Vishveshwariah Institute of Technology, India | Jan 2025 – March 2026

Designer – RFID Systems,

Gemini Communications, India | June 2023-Aug 2024

EDUCATION

M.Tech, Applied Electronics – Vishveshwariah Institute of Technology, India

B.E., Electronics & Communication Engineering – Vishveshwariah Institute of Technology, India

CERTIFICATIONS

Certified Scrum Product Owner (CSPO)

Microsoft Dynamics CRM – Applications Certification

Microsoft .NET (C#) Certification

TECHNICAL SKILLS

Infrastructure & Cloud: AWS, Azure

Security & Compliance: SOC 2, HIPAA, PCI

Applications: MS Office, Salesforce, Dynamics CRM, MS SQL Server, ORACLE, PL/SQL

Tools: JIRA, Smartsheet, Confluence, Notion, SharePoint, Azure Devops

Frameworks: Agile, SAFe

Integration: RESTful APIs, OAuth, JSON/XML