

Sandra Bryant

Enterprise CRM, Product & Implementation Leader

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PROFESSIONAL SUMMARY

Enterprise CRM, product, and implementation leader with 20+ years of experience driving CRM, ERP, POS, data, and platform initiatives across automotive, real estate, retail, financial services, insurance, and membership-based organizations. Brings deep strength in product ownership, business systems analysis, enterprise integrations, backlog management, process design, UAT, stakeholder alignment, and translating business needs into scalable technical solutions. Known for improving adoption, delivery speed, data quality, customer retention, and operational outcomes across Salesforce, Microsoft Dynamics 365, Business Central, Snowflake, Power BI, SQL, Informatica, Jira, Confluence, Azure DevOps, and SharePoint.

CORE COMPETENCIES

Business Systems Analysis | Product Ownership | CRM / ERP Implementations | Salesforce | Microsoft Dynamics 365 CE | Business Central | Requirements Gathering | User Stories | Acceptance Criteria | Backlog Prioritization | Agile Delivery | Scrum | Process Mapping | Current State / Future State | UAT | Cross-Functional Leadership | Stakeholder Management | Data Integration | EDI | API / Platform Integrations | IAM | SQL | Snowflake | Power BI | Informatica | Jira | Confluence | Azure DevOps | SharePoint | ITIL-Aligned Service Delivery | Smartsheet | Lucidchart | Visio

PROFESSIONAL EXPERIENCE

Selected Enterprise Engagements

Atlanta, GA | 2019–2026

Delivered project-based and multi-phase engagements through recruitment and consulting partners for enterprise clients across CRM, ERP, POS, data, and platform modernization initiatives in retail, financial services, real estate, sustainability, and membership-based organizations.

Selected Client Engagements

NCR Voyix (contract via Insight Global) | Product Owner | 2025–2026

- Led POS modernization in an MFE/BFF architecture, converting complex retail workflows into epics, user stories, and release-ready acceptance criteria.

- Directed integration planning across compliance, payments, fiscal processing, IAM-heavy access workflows, and ITIL-aligned support processes while managing dependencies, UAT support, incidents, and defect triage.

The RMR Group (contract via Kforce) | Product Owner / Business Systems Analyst | 2024–2025

- Drove CRM and analytics initiatives that contributed to a 25% improvement in customer retention through AI-informed models and actionable portfolio insights.
- Established KPI frameworks and reporting visibility across Snowflake and Power BI to strengthen portfolio analysis, churn detection, and business decision-making.

HP.com ESG Program (contract via BCforward) | Business Systems Analyst / Product Owner | 2023–2024

- Delivered ESG reporting and data-integration support using Informatica and SQL, reducing manual carbon-data collection by 15+ hours per week.
- Strengthened validation and defect management practices, increasing test coverage by 20% and reducing critical defects by 10%.

Call2Recycle.org (contract via MRCC Solutions) | Business Systems Analyst / Implementation Lead | 2023

- Improved D365, Business Central, and EDI-related integration workflows, reducing data-entry errors by 65% through stronger process design and application-based acquisition flows.
- Produced current-state and future-state process maps and delivery documentation using Lucidchart, Azure DevOps, and SharePoint while supporting IAM and ITIL-aligned operational needs.

Charles Schwab (contract via Insight Global) | Business Systems Analyst / Data Governance Analyst | 2022–2023

- Advanced enterprise data-governance initiatives that improved database performance by 85% and active database integrity by 75%.
- Secured 200+ operational level agreements and reduced data sprawl by 40% through governance controls, EDI-aware data coordination, IAM-related controls, and process improvements.

Rush Enterprises (contract via Diversant) | Business Systems Analyst / Implementation Analyst | 2021–2022

- Supported D365 integration and cloud-migration efforts tied to acquisition-related alignment, enterprise data movement, and implementation readiness.
- Built validation matrices and coordinated UAT and EDI-related activities to improve quality, traceability, and deployment preparedness.

Safe-Guard Products International (contract via BrickHouse) | Senior Business Analyst | 2021

- Led Dynamics 365 quote-to-cash and partner-portal initiatives, accelerating epic, feature, and story development by 50%.
- Tightened acceptance criteria and UAT readiness, reducing post-release defects by 40%.

Protective Life | Product Owner / Business Systems Analyst | 2020–2021

- Supported Dynamics 365 CRM modernization and EDI-related process efforts that reduced feature-delivery cycle time by 50% and lowered QA effort by 30%.
- Improved user experience and workflow design across customer-facing and internal processes, increasing engagement by 15%.

Cox Communications (contract via Brooksource) | Salesforce Business Analyst / Product Owner | 2019

- Supported Salesforce quote-to-cash and product-catalog improvements that increased revenue impact by 15% and reduced vendor onboarding time by 20%.
- Improved CRM adoption by 10% quarter over quarter through stronger process alignment, documentation, and solution readiness.

CRM Business Analyst / Administrator, FirstKey Homes (contract via BCforward)

Atlanta, GA | 2018–2019

- Administered and enhanced Dynamics 365 CE integrated with Salesforce, Yardi, and EDI-related workflows for tenant onboarding, utility setup, and survey processes.
- Managed security roles, IAM-related access controls, supported hundreds of custom fields, and structured business rules tied to acquisition and move-in/move-out processes.
- Coordinated requirements, workflow documentation, and cross-functional delivery across CRM and property-management platforms using ITIL-aligned delivery practices.
- Improved onboarding and acquisition operations through stronger configuration support and stakeholder alignment.

IT Business & Quality Analyst, The Stonehill Group

Atlanta, GA | 2017–2018, 2019

- Supported two Stonehill engagements, including a brief 2019 return to provide BA and QA support for a financial-services SaaS product.
- Partnered with local and offshore teams to customize and integrate the solution while supporting IAM-related access and workflow needs, increasing customer satisfaction and engagement by 15%.

- Facilitated Agile workshops, defined user stories and epics, and reduced time-to-market by 15% while improving delivery quality.
- Directed UAT execution and defect resolution, improving overall product quality by 25%.
- Created support documentation, training materials, and onboarding assets that reduced ramp-up time by 40% and increased retention by 15%.

Ongoing Services Manager, MemberSuite

Atlanta, GA | 2014–2017

- Led ongoing custom portal enhancements, payment-process standardization, and client-facing platform improvements supporting \$3.5M in monthly revenue.
- Translated customer and operational needs into business-process documentation, workflow changes, and delivery priorities across a SaaS membership platform.
- Improved onboarding, billing workflows, usability, and service outcomes through cross-functional coordination and platform optimization.
- Contributed to integration, process-improvement, and customer-impacting enhancement efforts across the solution portfolio.

Progressive Career Growth, AutoTrader.com

Atlanta, GA | 2002–2014

- Advanced through multiple promotions across domain services, inventory systems support, technical advisory, and dealer product roles within a high-volume automotive and transportation technology environment.
- Built deep experience in customer-facing product support, DMS- and LMS-related workflows, issue resolution, and platform adoption that shaped later business analysis, product, and implementation leadership roles.
- Translated dealer and customer needs into practical technical solutions, strengthening process execution, service quality, and user experience across platform-based offerings.

TECHNICAL SKILLS

CRM / ERP / Enterprise Platforms: Salesforce, Microsoft Dynamics 365 CE, Microsoft Business Central, Yardi, DMS, LMS Data / Analytics / Integration: SQL, Snowflake, Power BI, Informatica, Toad, Collibra, EDI, IAM Delivery / Documentation: Jira, Confluence, Azure DevOps, SharePoint, Smartsheet, Lucidchart, Visio, QTest Methods: Agile, Scrum, Backlog Management, UAT, Process Mapping, Requirements Elicitation, Acceptance Criteria, Cross-Functional Delivery, ITIL-Aligned Service Delivery

SELECTED ACHIEVEMENTS

- Improved customer retention by 25% through AI-informed CRM and analytics initiatives.

- Reduced manual carbon-data collection by 15+ hours per week.
- Reduced data-entry errors by 65% through D365 and Business Central integration improvements.
- Improved database performance by 85% and active database integrity by 75%.
- Reduced post-release defects by 40% and accelerated feature delivery cycles by 50%.

EDUCATION

Dekalb Community & Technical Institute - Electronics Engineering

Kaplan University Online - Network Systems Administration

CERTIFICATIONS

Six Sigma Global Institute - Certified Product Owner Scrum Professional

Six Sigma Global Institute - Certified Data Analyst