SANDRA BRYANT

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PROFESSIONAL SUMMARY

Enterprise ERP & CRM Systems Leader with 20+ years of experience administering and implementing Dynamics 365, Salesforce, Yardi, SAP, and SaaS platforms across regulated industries including financial services, real estate, and automotive. Proven expertise configuring ERP modules — Finance, Supply Chain, Sales & Distribution, and Compliance — alongside master data governance, workflow automation, and user enablement. Deep background supporting UAT, writing business rules, managing system upgrades, and delivering training and SOPs that drive adoption. Experienced in audited environments with a track record of reducing processing cycles by 25–80%, eliminating duplicate data, and translating complex business workflows into scalable ERP configurations.

CORE COMPETENCIES

• ERP Functional Administration	• Master Data Governance	• UAT Coordination & Testing
• Dynamics 365 / Salesforce / Yardi	• Workflow & Business Rules Config	• SOP & Training Documentation
• ERP Upgrades & Module Implementation	• Regulatory Compliance & Audit Readiness	• Cross-Functional Stakeholder Alignment
• User Enablement & Change Management	• SQL / Power BI / Informatica / Tableau	• Agile / Scrum / JIRA / Confluence

PROFESSIONAL EXPERIENCE

Product Owner — ERP/POS Platform   *Sep 2025 – Present*
Insight Global / NCR Voyix | Atlanta, GA

- Serve as primary functional administrator for POS and BFF platform, configuring payments, loyalty, promotions, and fiscal compliance modules across 400+ retail lanes.
- Maintain system parameters, business rules, and workflow orchestration across UI, BFF, Payments, and Services layers; manage configuration-driven behaviors (lane modes, tender rules, WIC eligibility, foreign currency).
- Lead UAT frameworks using real store hardware to validate workflows before release; coordinate cross-team defect triage with Engineering, QA, and Release teams daily.
- Authored 50+ user stories, epics, and acceptance criteria covering split fiscal invoicing, receipt suppression, pharmacy acknowledgement compliance, and loyalty redemption controls.
- Reduced rework by establishing governance standards and acceptance criteria; served as SME bridging frontline cashier operations to backend systems.
- Managed regulatory compliance workflows (WIC, pharmacy, fiscal invoicing) ensuring adherence without disrupting cashier throughput.

Senior Business Systems & ERP Lead   *Sep 2024 – Jun 2025*
Kforce / The RMR Group | United States (Remote)

- Owned product roadmap and functional administration across Salesforce, Dynamics 365, and Yardi for a multi-family real estate portfolio spanning thousands of units.
- Configured tenant lifecycle workflows, utility management modules, and contract approval automation; reduced contract cycle time by 80%.
- Eliminated 60% of duplicate records through master data governance and system unification across CRM and ERP platforms.
- Developed Power BI dashboards integrated with Snowflake data warehouse, reducing reporting time by 35% and enabling real-time portfolio visibility.
- Built training playbooks and SOPs; led UAT and release readiness for all system changes in an audited real estate environment.
- Partnered with Sales, Operations, and Engineering to define automation and reporting features aligned to business KPIs and compliance standards.

Senior Business Analyst — ESG Data Platform   *Jul 2023 – May 2024*
BCforward / HP.com | Atlanta, GA

- Led onboarding and implementation of a global ESG data reporting platform, coordinating integration between internal ERP systems and external data providers.

- Designed ETL processes in Informatica with SQL-optimized queries; reduced data aggregation time by 40% and strengthened audit readiness.
- Maintained master data governance standards across global stakeholders; facilitated compliance checks against evolving ESG regulatory requirements.
- Delivered interactive dashboards via Chameleon for internal and external ESG reporting; tracked issue resolution and project delivery via JIRA.

Product Owner / Business Analyst — ERP Integration
Feb 2023 – May 2023

MRCC Solutions / Call2Recycle | Atlanta, GA

- Led CRM and ERP integration between Microsoft Dynamics and Business Central to streamline customer onboarding, logistics, and invoicing workflows.
- Designed and standardized customer intake process using Power Apps feeding into CRM, reducing data entry errors by 65%.
- Authored 100+ user stories with acceptance criteria for B2B payor programs, shipping logistics, and DocuSign integration for multi-program compliance.
- Facilitated UAT, created process maps in Lucid Chart, and delivered training documentation for all system enhancements.

Database Administrator / Data Governance Analyst
Jul 2022 – Jan 2023

Insight Global / Charles Schwab | Atlanta, GA

- Audited 2,000+ Operational Level Agreements (OLAs) in Collibra; corrected and resubmitted 1,000+ database records for harvest in Oracle, SQL Server, MongoDB, and PostgreSQL environments.
- Validated database connections using Informatica, Toad, and Remedy; corrected listeners, rescanned servers, and scheduled harvesting per approved OLAs.
- Applied PII security tagging to sensitive databases; decommissioned 300+ inactive databases and repaired 200+ active ones.
- Served as data governance SME — enforcing compliance, audit standards, and data protection across enterprise data warehouse.

Business Analyst — Salesforce Quote-to-Cash
Dec 2021 – Jul 2022

Brooksource / Cox Communication | Atlanta, GA

- Led Salesforce Quote-to-Cash enhancements and product catalog management; standardized product attributes and automated data entry, improving lookup efficiency by 30%.
- Supported CRM data migration, consolidated reporting accuracy, and managed change requests through JIRA; built Tableau dashboards for sales adoption tracking.

Product Owner — Microsoft Dynamics ERP Implementation
Sep 2021 – Dec 2021

Diversant LLC / RUSH Enterprises| Atlanta, GA

- Led requirements gathering and data migration for acquisition integration between US and Canadian operations in Dynamics 365, including currency conversion, multi-language support, and compliance with Canadian tax and trucking regulations.
- Converted spreadsheet-based documentation to structured XML workflows in Dynamics; reduced document retrieval time by 40% and financial discrepancy errors by 30%.
- Ensured 100% data integrity across ETL migration; designed access control policies and built compliance dashboards for audit readiness.

Business Analyst — Dynamics 365 CRM
May 2021 – Sep 2021

Safe-Guard Products International | Atlanta, GA

- Led Dynamics 365 Quote-to-Cash process enhancements including EV maintenance contract development, mobile app integration, and customer portal terms/agreement updates.
- Reduced feature delivery time by 50% through rapid requirements decomposition; optimized UAT process reducing post-release bugs by 40%.
- Configured dynamic contract templates with automated approval and renewal workflows; improved customer agreement transparency, reducing support inquiries by 25%.

Business Analyst — Dynamics 365 CRM & API Integration
Nov 2020 – Apr 2021

Protective Life Corporation | Atlanta, GA

- Configured Outreach.io integration with Dynamics 365 and Outlook to streamline sales funnel management; mapped 30+ fields across sandbox and dev environments, completing within 3-week timeline.
- Coordinated firewall/whitelist configuration with Infrastructure, Telecom, and vendor teams; validated two-way API integration between systems.

- Boosted customer engagement metrics by 15% and reduced QA effort by 30% through automated testing frameworks.

Product & Platform Manager — SaaS ERP   *Nov 2014 – Aug 2017*
MemberSuite, Inc. | Greater Atlanta, GA

- Owned SaaS product roadmap for portals, membership renewals, payments, and invoicing; defined 100+ configurable fields and led payment processor integration that scaled recurring revenue from $3M to $3.5M/month.
- Onboarded 300+ enterprise customers including custom portal configurations, data imports, and end-user training; managed payment processor vendor relationship and rate negotiations.

Automotive Product Lead — CRM & Telecom Integration   *Sep 2002 – Nov 2014*
AutoTrader.com | Atlanta, GA

- Led Salesforce, Dynamics, and Epiphany CRM integrations; reduced dealer onboarding from 2 weeks to 4 days, improving sign-up rate by 60%.
- Automated call tracking creation, reducing processing time by 75%; migrated 30,000 phone numbers to new vendor with minimal downtime within 60-day window.
- Managed vendor relationships and RFP process for telecom, DMS, and data systems; trained 300+ customers and 50+ sales reps on CRM-integrated products.

ERP & SYSTEMS PLATFORM EXPERIENCE

Microsoft Dynamics 365	CRM, ERP, Quote-to-Cash, Finance, Supply Chain, Contract Management — 10+ years
Salesforce	CRM Configuration, Quote-to-Cash, API Integration, Data Migration — 8+ years
Yardi	Tenant Lifecycle, Utility Management, Leasing, Financial Workflows — 4+ years
SAP / Business Central	ERP Integration, Logistics, Invoicing, Compliance
NCR / POS Platforms	Payments, Loyalty, Promotions, Fiscal Compliance, WIC — 6 months
Informatica / Collibra	ETL, Data Governance, OLA Management, Master Data
Power BI / Snowflake	Dashboard Development, Predictive Analytics, Portfolio Reporting
Zoho / Outreach.io	CRM Configuration, Workflow Automation, API Integration

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EDUCATION & CERTIFICATIONS

- Certified Product Owner — Six Sigma Global Institute (2023)
- Scrum Master Certification — Agile Scrum Training (2023)
- Certified Professional Food Manager (CPFM)

Languages: Korean (Professional Working) | Spanish (Limited Working) | French (Limited Working)