

Session Speaker Felicia Joyner

Job Title: Senior Business Analyst

Company: Blue Cross Blue Shield of NC

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Speaker Bio:

Felicia Joyner is a visionary Senior Business Analyst and Data Analyst at Blue Cross Blue Shield North Carolina who designs solutions that meet critical business needs. She is skilled in planning, coordinating, and administering systems development projects and advancing projects during all SDLC phases and agile sprints.

Felicia has extensive experience with developing creative approaches to meeting challenges of software validation, resource management, measurement, and development. During her time as Product Manager for Deloitte, Felicia advocated for improving the efficiency and effectiveness with which the company made data-driven decisions. At IQVIA she designed, developed, and deployed business intelligence solutions, providing data for interactive Tableau dashboards. She also sourced data from 26 internal enterprise datasets, audited for accuracy and consistency, implemented business rules, and collected requirements for reporting needs directly from end-users.

Felicia's success in leading others and facilitating cross-functional teams has aided her in both her professional work and her tenure as President of the Research Triangle Park (RTP), NC chapter of the International Institute of Business Analysts (IIBA). She has been involved with the board since 2015, holding positions as Secretary and Treasurer.

Working title of the presentation:

How to Train Your Business Data Analyst

Description of the presentation:

Join me as we attack the twin dragons, Fear and Valor! I'll describe my training earning my Certified Business Data Analyst (CBDA). We will discuss requirements process and cost. We'll review the CBDA attributes, Knowledge Areas; Tasks and Techniques. We'll discuss your experiences and mine. We'll discuss how to prepare for the exam and what happens on exam day. At the end of the class you will leave with information and inspiration for you to attack you twin dragons, Fear and Valor and take steps to attain your goals

Recent speaking history

How to Train your Business Data Analyst for the Data Scientista Society

