

Tesfa Rodway

Personal details

 tesfarodway@gmail.com

 07305544622

 briirodson.com

 linkedin.com/in/tesfa-rodway

Expertise

Business Analysis:

Led business analysis activities on 1M+ government department projects in public health: Medicines and Medical Devices safety & surveillance.

- BPMN process mapping, analysis and re-engineering
- Requirement elicitation, capture, analysis, prioritisation and validation
- Business and stakeholder engagement
- Organisational change and role evaluation

Analytics:

Led digital transformation of Medical Devices signal analytics and business intelligence reporting, enhancing decision-making and public transparency.

Methodologies

Scrum, SSADM, SDLC (waterfall), PRINCE2, KanBan, BPM, PIM, UCM

Frameworks

Agile, DDAT

Volunteering

Trustee/Board Member | Hear Us (charity)

Hobbies

- Turntable refurbishment
- British fire mark history
- Archery

Senior Business Analyst

PRINCE2 qualified with Agile (SCRUM) project experience.

PROFILE/SUMMARY

Highly outcome focused Senior Business Analyst, with over 10 years of experience in business strategy, change and process improvement. Demonstrated expertise on major, large-scale, government, digital transformation projects.

EMPLOYMENT



Senior Business Analyst

Medicines and Healthcare products Regulatory Agency

August 2020 – September 2022

Medical Device vigilance and safety programme | EU regulatory withdrawal:

- Managed business analysis for process optimisation, data protection/security, and systems in signal detection, case management, advanced automation, and real-time reporting and analytics.
 - Engaged in productive collaboration with suppliers. Effectively communicating and coordinating with developers, testers, product owners, and subject matter experts from diverse areas of expertise
 - Provided strategic programme planning and consultancy, as part of the program management team.
 - Effectively managed the end-to-end process of functional and non-functional requirement elicitation, capture, documentation, critical analysis, prioritisation, and validation.
 - Facilitated process evaluation, re-engineering and BPMN mapping.
 - Orchestrated agile sprint workshops for enhanced collaboration and efficiency.
- Strengthened the Business Analysis practice through framework development, continuous improvement and fostering a culture of learning and knowledge sharing. Resulted in improved customer focus, elevated practice standards, and increased business domain expertise.
- Business Analyst (BA) Line Management and co-ordination of supplier and contract BA reporting.



Signal and Data Management Officer

Medicines and Healthcare products Regulatory Agency (MHRA) | Medical Devices

July 2015 – August 2020

- Successfully delivered outcome-focused business analysis, change management, and engagement initiatives within the Medical Devices regulatory function.
- Achieved improvements in risk evaluation, decision-making, and signal detection capabilities.
 - Led the implementation of systems changes for the Medical Devices Transparency Scheme to enable the external publishing of data analytics.
- Effectively managed the digital transformation of regulatory business intelligence in the Medical Devices field, which encompassed implementing advanced reporting and analytics capabilities for vigilance signal detection.
- Successfully implemented governance changes, ensuring compliance with GDPR and managed data protection for Medical Devices.
- **Information Asset Owner (IAO) and Information Asset Board member** responsible for overseeing data protection impact assessments, conducting breach investigations, handling individual rights requests.
 - Collaborated with government departments to develop data sharing, non-disclosure and other organisation to organisation agreements.
 - Internal auditor and liaison person for Medical Devices external data audits.
- Change Approval Board member, designated approver for IT system changes and point of contact for escalating IT service issues.
- Provided consultancy and oversight of Medical Devices learning strategy.



Training and Business Liaison Manager (December 2014 – June 2015)

Information Systems Training Coordinator (Feb 2008 – Mar 2009 (TP))

Training and Business Engagement Officer (November 2005 – November 2014)

Medicines and Healthcare Products Regulatory Agency | Strategy, Engagement and Analysis

- Project Managed the implementation of eLearning and Learning Management Systems (LMS) for healthcare professionals, researchers and the pharmaceutical industry.
- Conducted in-depth training gap and needs analysis, facilitated workshops and delivered comprehensive classroom training, encompassing areas such as product data and lifecycle, case processing, master data, and terminology, nomenclature management, business intelligence and analytics, and corporate systems
- Presenter/speaker pharmaceutical industry conferences, delivering talks on digital working and the 'Better Regulation of Medicines Initiative'.
- Engaged in collaborative work with the Home Office and NHS, which encompassed fraud investigation, intelligence and analytics.



Senior Business Support Officer

Medicines and Healthcare Products Regulatory Agency | Inspections, Enforcement and Standards

February 2012 – April 2013 (secondment)

Successfully led the business engagement and training initiatives for the Risk Based Inspections (RBI) project, introducing a groundbreaking risk management approach utilising advanced signal detection and machine learning.

- Played a key role in data analytics and business intelligence, including data cleansing and terminology mapping.
- Held the responsibility of approving IT systems changes as part of the Change Approval Board.
- Conducted thorough business analysis, reviewing and approving functional specification and design documents.
- Wrote and tested User Acceptance scripts.
- Provided business engagement, training, and support for various business systems.



IT Tutor/Lecturer, Assessor

Croydon College

November 2001 – November 2005

Delivered post-compulsory education programs with a specific focus on information and communication technology, encompassing IT systems development, management, programming and application development, web design and audio/visual multimedia production.

- Delivered curriculum-centered classroom teaching, conducted workshops and delivered presentations
- Provided tutoring that included creating individualised learning plans and conducting regular student reviews to monitor progress and ensure personalised educational support.
- Developed College IT systems, improving learner record management and reporting
- Performed Quality Assurance tasks, including auditing and internal verification of examinations and assessments, to ensure compliance with quality standards and maintain the integrity of the evaluation process.



Visiting Lecturer (ICT)

London South Bank University | Language and Literacy Unit

February 2001 – September 2001

- Lecturer, presenter & workshop facilitator on incorporating ICT and web technologies into teaching
- Provided consultancy and delivered training programmes specifically tailored for university staff, offering valuable insight, expertise and support to enhance their professional development and effectiveness.
- Ran programming workshops on creating electronic and web-based resources for digital working

CONSULTANCY



Online marketing, SEO and social media presence consultant

Brierley Rodson | Freelance

September 2022 – Ongoing

Achieved significant improvements in website traffic, leading to increased purchases and footfall in physical shops.

- Enhanced website architecture, layout, and content for better search engine visibility and higher rankings.
- Applied effective SEO techniques, including targeted keywords and optimised meta data, to improve indexing and online visibility.
- Implemented backlink placement and directory registrations to further boost online visibility and generate referral traffic.



Information Systems Developer/Consultant

Freelance

Jul 1997 - Dec 2010

Comprehensive IT system and web-based multimedia solutions, including:

- Web design and development: eCommerce, intranet, and extranet
- Search engine optimisation (SEO), HTML prototyping
- eLearning and gamification implementation
- Learning Management Systems (LMS) implementation

EDUCATION, COURSES AND DEVELOPMENT

Business Analysis, Projects and Management

- Business Analysis in an Agile (Scrum) Environment | QA Ltd, May 2022
- Good Services Masterclass |The School of Good Services, March 2022
- Foundation in Business Analysis | AssistKD, Mar 2023 - Ongoing
- Business Intelligence Enterprise Edition | Oracle University, 2016
- Priority Project Planning | Priority Management, Feb 2015
- Prince 2 | FGI Training & Consultancy, Dec 2013
- Effective Management & Leadership | Oxford Group
- Project Management | Olive Branch Academy
- Advanced Presentation and Presenting Skills | Olive Branch Academy

Further Education

- Certificate in Education (CertEd-1), FENTO endorsed | Croydon College, Sept 2004 (HE lvl 4/5)
- Access to Science and Computing | Croydon College, 1998 -1999

Professional & Other

- ISO13485 & 9001 - Quality Management Systems | MHRA, 2020
- ISO 10027 - Risk Management | MHRA, 2020
- TAP Learning and Development Consultancy | TAP Learning, May 2015
- TAP eLearning design | TAP Learning, Nov 2013
- Training Performance, Monitoring and Assessment - The Learning and Performance Institute (Oct 2008)
- Diploma for IT Users (Level 3, City and Guilds) (Lecturer) | Croydon College
- Extended Diploma in Computing (Level 3, BTEC) (Lecturer) | Croydon College
- Higher National Diploma in Computing (HND, BTEC) (Lecturer) | Croydon College

KNOWLEDGE & TOOLS

Techniques and methodologies (samples):

General: BOSCARD, CATWOE, PESTLE, BAM, SWOT, MoSCoW, RACI, Risk Assessment (RAG), Kanban

Business analysis: POPIT, Mind Mapping, Process Mapping, User/Customer Journey, Gap analysis, Demand analysis, Impact analysis, 5 whys, prototyping, requirement and action logs/trackers

Collaboration and engagement tools:

JIRA (and Confluence), Pencil, Trello, Mural, Miro, Microsoft Office 365 Suite+ (Visio, Project, Advanced Excel, Word, Publisher, PowerPoint, Timeline, Teams, SharePoint, OneNote), Google Docs. Orbus iServer365 (Enterprise Architecture)

Analytics, reporting and visualisation tools:

Microsoft PowerBI, Business Objects, QlikSense and QlikView, Google Analytics, Google Search Console, Commonwealth Vigilance Workbench

Standards

ISO 27001, 27701, 27018, 9001, BS 10012

Medical Device and Health: ISO 13485, 14971