

Name:- Anirudh Gottipamula

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Core competences:-

- Business Analysis Planning and Monitoring.
- Elicitation and Collaboration.
- Requirement Life cycle Management.
- Requirement Analysis and Design Definition.
- Strategy Analysis
- Solution Evaluation
- Stakeholder management
- Project management

Technical skills:-

- Documentation Tools: MS Suite.
- Prototyping & Wire frames Tools: Axure & Balsamiq
- Modeling Tools: MS Visio, Draw.io.
- Database: SQL
- Project Management tool:- JIRA
- Reporting Tools: Power BI, & Tableau.

Domain knowledge:-

Global Proxy Voting

Corporate Actions

Financial Services(ICS).

Regulatory Compliance (SEC).

Education:-

MBA (2021)

B.Tech(2017)

Certificates:-

Certified IT – Business Analyst IIBA [EEP]

Awards/achivements: -

Star Performer 2025

ACE awards 2022 to 2025

Soft skills: -

Ability to Multitask

Fast Learner

Teamwork

Language:-

English

Telugu

Hindi

Career object:-

An ardent and well experienced, Solution driven **Process Analyst** and **Business Analyst** in **Broadridge financial Solutions** with **more than 4 years** of Experience and strong expertise in leading projects by organization of repute in **IT Domain**.

Profile summary: -

In depth knowledge of **SDLC** in various phases (**i.e Waterfall & agile**). Proficient in **Waterfall Model**: Gathered requirements using **Elicitation Techniques** and prepared **BRD, FRD, SRS** prepared **RACI Matrix, BCD**, created **UML Diagrams** and Prototypes and requirements tracking through **RTM** well versed with **UAT handling** Change Request. **Expert in Agile Scrum**: Creation of user stories and Added **Acceptance Criteria, BV & CP, Sprint & Product Backlogs** conducted various Sprint Meetings; **Sprint & Product Burndown charts** ensured **DOR** and **DOD** checklist. Communicating with **clients**—including institutional investors, fund managers, and individual investors—to provide required reports and resolve queries **via email and phone**. Responsible for creating client accounts and updating daily holding **details in the system**.

Work exp.

Broadridge Financial Solutions | Hyderabad, Telangana

Process Analyst – ICS Global Proxy Services | **02nd March 2023– Present** | **Agile** |

Project 1:- GACA (Global Agenda Coding Application)

Project description:- The GACA is used to code meeting agendas, board recommendations, and management proposals.

Earlier, these were manually entered by analysts, which was time-consuming, and required multiple levels of approval. Now we improve efficiency and accuracy, a new feature called Auto Code Agenda was introduced as Seal 15.

Role:-Business Analyst

Responsibilities

- Interacted with the **stakeholders** and **gathered requirements** by using various elicitation techniques
- Created **user stories** with appropriate **acceptance criteria** with the assistance of the Product Owner. Added user stories into **product backlog using the JIRA tool**
- Prioritized and validated the requirements using **Moscow** and **FURPS technique**, added user stories to sprint backlog based on prioritization order
- Participated in product planning and **UAT** to successfully deliver each sprint component
- **Deliver a reliable, automated**, and efficient agenda coding system that improves accuracy, **saves time**, and enhances **client satisfaction**.
- At least **80%** of agendas auto-coded successfully using **MX/MT564/MT568** messages. **95%+ accuracy** in auto-coded agendas compared to manual coding

Work exp.

Process Analyst – ICS Global Proxy Services | **27th Sep 2021– 15th Feb 2023** | **Waterfall** |

Project 2:- MOCHA-Mainframe Screen 400, Screen 10

Project description:- Currently, proxy voting **event details** (Meeting Date, Record Date, Event Type, Location) require frequent client-driven updates. The tool (**MOCHA, Mainframe Screen 400, Screen 10**) are used for this, but manual handling leads to delays, inefficiencies, and higher chances of errors.

Role:-Business analyst

Responsibilities:-

- Conducted **Enterprise Analysis** and under the assistance of a senior BA in creating a **Business Case Document**, conducted **Stakeholder Analysis**, and prepared **RACI Matrix**
- Waterfall Gathered requirements from business heads using **Elicitation Techniques** and created a Business Requirements Document (**BRD**).
- Translated **BRD** into Functional Requirements Document (**FRD**), Collaborated with the technical team, and prepared **SRS Document**
- Created **UML diagrams** and wireframes to visually represent requirements using **MS Visio, Balsamiq, and Axure**.
- Eliminate **manual errors** by integrating validation and automation into internal tools (**MOCHA, Screen 400, Screen 10**).
- **Reduce turnaround time** for processing and updating **client requests**.