

Bernadette Judith Nortier

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SENIOR BUSINESS ANALYST

CONNECTING CONTENT, PRODUCT DATA & TECHNOLOGY TO BUILD BETTER DIGITAL EXPERIENCES

PROFESSIONAL SUMMARY

Senior Business Analyst and product leader with 8+ years leading requirements for enterprise digital platforms. I bring a combination that closely matches this role: hands-on business analysis, Adobe AEM and headless content platform experience, high-volume retail product data, and complex enterprise integrations. I work directly with business and technical teams to understand the current state, expose gaps and exceptions, and turn what I learn into functional requirements, process flows, business rules, data needs, acceptance criteria, and implementation decisions.

- **Content Platforms & AEM:** Helped consolidate fragmented content and commerce properties into a centralized Adobe AEM and headless architecture for a \$1B+ regulated retailer with 230+ locations, working through product-data structures, localized content rules, CMS behavior, and system dependencies; outcomes included +19% organic traffic, +26% new users, and +20% revenue.
 - **Product Data & Luxury Fashion Retail:** Defined platform requirements for a global luxury fashion and accessories retailer with 230K+ SKUs and 25M+ monthly page views, including backend-managed PDP content, product tags, PLP filters, navigation, promotions, and other product-data dependencies; analysis of 70K+ sessions helped focus changes that contributed to 20% revenue growth.
 - **Integration, Validation & Testing:** Defined and validated requirements across CMS, commerce, ERP, OMS, POS, WMS, inventory, payments, APIs, and data migration. Partnered with UX, engineering, architecture, and QA to resolve requirement gaps, define acceptance criteria, and confirm delivered behavior against business and system needs.
 - **Requirements Ownership:** Led discovery and requirements across 5+ concurrent roadmaps and 2,000+ backlog items, converting stakeholder needs, system constraints, dependencies, and open questions into sequenced requirements, user stories, process flows, and acceptance criteria while maintaining 95% on-time delivery.
 - **Technical & Executive Leadership:** Partnered with architects, engineering leads, business owners, and executives to turn architecture decisions, APIs, integrations, data flows, scope changes, and delivery risks into clear actions. This approach helped resolve stalled work, reduce rework, and maintain consistent delivery across complex, distributed programs
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CORE SKILLS

Business Analysis | Requirements Elicitation & Workshops | Functional Requirements | Business Rules | Process & Workflow Mapping | User Stories & Acceptance Criteria | Requirements Backlog & Traceability | Requirements Validation | UAT | Stakeholder Interviews | Cross-Functional Facilitation | Adobe AEM | Headless CMS | Content Operations | Product Data & Taxonomy | Product Attributes & SKU Data | Data Mapping & Migration | API & System Integrations | E-commerce Platforms | ERP | OMS | WMS | POS | Agile Delivery | Jira | Confluence | SQL | Power BI

PROFESSIONAL EXPERIENCE

Senior Product Manager Consultant | Itemate Solutions (Consulting Company) | Feb 2024 – Present

Advise international clients on new technology products and platform initiatives, with a strong focus on discovery, business analysis, requirements definition, process mapping, system rules, and turning operational needs into specifications technical teams can implement.

- Led stakeholder discovery for UK and U.S. initiatives, mapping current and future processes, user needs, business rules, exceptions, decision points, and system handoffs before defining MVP scope and functional requirements for opportunities with projected revenue potential of £2.5M and up to \$6M.
- Mapped usage data, billing rules, exception paths, reporting needs, and system handoffs for an automated utility billing product, then converted them into functional requirements and a working prototype designed to reduce manual reporting effort by approximately 50%.
- Defined recommendation logic, business rules, exception scenarios, data requirements, user flows, and human intervention points for an AI-guided insurance product, giving leadership a functional prototype to evaluate before development investment.
- Authored detailed functional requirements for a telecommunications POS platform, translating operational processes and system needs into specifications used for solution design, estimation, implementation, and validation.

Senior Product Manager | Corra (Publicis Sapient E-commerce Agency) | July 2018 – Sept 2023

Led business analysis and product delivery across large retail, pharmaceutical, healthcare, and regulated-platform programs, working directly with business stakeholders, architects, engineering, UX, QA, and client leadership from discovery through launch.

- Content Platform Modernization – Trulieve: Led requirements across the consolidation of fragmented Drupal, commerce, and content properties for a \$1B+ regulated retailer with 230+ locations. Worked through content structures, complex product/SKU data, localized publishing rules, CMS behavior, inventory dependencies, and system integrations supporting a centralized Adobe AEM/headless architecture; the new experience contributed to +19% organic traffic, +26% new users, and +20% revenue.
- Global Luxury Fashion & Product Discovery – Jomashop: Defined requirements for the shopping and product discovery experience of a global luxury fashion and accessories retailer with 230K+ SKUs and 25M+ monthly page views. Worked across product taxonomy, PDP content, product tags, PLP filters, navigation, promotions, and merchandising rules to help customers discover and compare a large assortment. Used analysis of 70K+ customer sessions to prioritize improvements that contributed to 20% revenue growth.
- Multi-Brand B2B/B2C Experiences – Atrium: Defined customer and system requirements across 10 U.S. and Canadian sites spanning 5 healthcare brands, each requiring a different shopping experience based on its customers, products, and purchasing needs. Defined brand-specific journeys while aligning shared capabilities across cart, personalized content, real-time inventory, and ERP integrations.
- Global B2B Requirements – Boehringer Ingelheim: Reworked the international roadmap for a €26B+ global pharmaceutical company expanding its U.S. B2B platform into France. Reassessed inherited U.S. requirements against local customer, regulatory, content, and operational needs, separating reusable global capabilities from market-specific requirements to reduce duplicate development and help double international revenue.
- Requirements Ownership: Managed 5+ concurrent roadmaps and 2,000+ backlog items, turning business priorities, stakeholder input, technical dependencies, and unresolved questions into sequenced requirements, user stories, acceptance criteria, release scope, and implementation decisions while maintaining 95% on-time delivery.
- Integration & Migration Requirements: Partnered with architects and engineering leads to define data flows, business rules, dependencies, exception handling, and migration needs across APIs, CMS, ERP, OMS, POS, payments, and third-party services.
- Validation & Acceptance: Worked with UX, engineering, and QA to clarify expected behavior, resolve requirement gaps, define acceptance criteria, and validate complex functionality across product data, content, checkout, and integrations before release.

Senior Business Consultant | Sogeti US (Capgemini Subsidiary) | Sept 2016 – Jun 2018

Led process transformation for a collectible coin company across marketing, e-commerce, forecasting, supply chain, and technology, using stakeholder workshops and current-state analysis to define future processes, requirements, system changes, and measures of success.

- Facilitated cross-functional discovery transformation, documenting pain points and future-state processes across marketing, forecasting, supply chain, fulfillment, e-commerce, ERP, and WMS, then converting findings into implementation priorities.
- Defined and coordinated process and integration changes across ERP, WMS, and e-commerce systems, improving on-time campaign delivery by 42%, reducing manual effort by 35%, increasing online revenue by 16%, and accelerating launch cycles by 20%.
- Built the transformation business case and KPI framework with 90%+ coverage, giving leadership clear acceptance measures and ongoing visibility into adoption, performance, risks, and operational issues.

Founding Product Manager | Juniva.com (Early-stage E-commerce Nutrition & Health Startup) | Jan 2014 – Aug 2016

First product hire for an early-stage health and nutrition company, responsible for taking the core technology platform from concept through launch and continued growth, working closely with outsourced development partners throughout delivery.

- Led the 7-month end-to-end implementation of the customer and back-office platform, owning MVP scope, roadmap, requirements, system flows, integrations, timeline, and delivery priorities while coordinating WMS, CRM, and other third-party services.
- Continued to evolve the platform after launch by prioritizing improvements based on customer and business needs, contributing to 1M GMV in Year 1 and profitability within three years.

Product Owner | Takealot.com (South Africa's Top Marketplace) | Jan 2013 – Nov 2013

Stepped into the launch of Takealot's first iOS and Android apps when competing priorities, unclear ownership, dependencies between teams, and coordination with third-party developers were slowing progress. Brought internal stakeholders and external development partners together, clarified launch scope, made trade-offs visible, and reset priorities around high-value features. The apps went on to drive 30% in user adoption and a 20% increase in sales in Year 1

EDUCATION & CERTIFICATIONS

- Microsoft Power BI Data Analyst Professional Certificate | Microsoft, Currently Enrolled
- Postgraduate Program in Data Science with Generative AI: Applications to Business | UT Austin McCombs School of Business
- Certified Scrum Product Owner | Scrum Alliance
- B.Eng., Industrial Engineering | University of Stellenbosch