Raj Chhokar

Agile Business Analyst

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Raj has over 12 years of experience working as a Senior Business Analyst with a strong focus on delivering disruptive digital products and services. He has been fortunate to support amazing clients through their digital transformation journeys, across multiple sectors from media, ecommerce, online travel, and broadcasting, through to retail banking, digital streaming, pharmaceutical and automotive.

Raj's experience covers the full range of digital platforms - desktop web, mobile web, responsive websites, iOS/Android Native Applications and Apple Watch Projects - and as a result, he has helped clients such as Amazon, The Telegraph and Channel 4 to roll out some of their most cutting-edge digital products and services.

Key Achievements include:

- ✓ Helped Channel 4 move from multiple mobile applications to their new "All 4" single streaming application.
- ✓ Helped Nurvv Run launch a revolutionary new running product by being part of the team that delivered key iOS and Android applications to support the wearable technology product.
- ✓ Helped Amazon build its Instant Video Website.

Raj can help you with:

- Discovery phases, allowing you to explore and research exactly what they would like their digital product or service to deliver.
- Planning phase, helping define your business requirements, map customer journeys, create wireframes/prototypes and build your product backlogs.

Raj relishes helping clients with end-to-end projects, applying a high degree of experience of managing the User Acceptance Criteria stage and release process.

His talents lie in building strong collaborative relationships with stakeholders across business and delivery teams. Acting as a trusted and experienced advisor, Raj balances complex needs, fosters confidence and drives products and services forward at the right pace.

Raj has helped multiple clients adopt Agile methodologies, create Scrum teams from scratch and perform the role of Scrum Master. Enabling clients to get the best out of their Scrum Teams, navigate change and become highly productive.

Raj was brought into my team to work as a BA. He excelled in a role with constantly shifting priorities and focus. He was a key part of the team and quickly got stuck in to a complex and deep subject matter with skill. He deftly handled business stakeholders and engineers, ensuring that any team he was working on delivered consistently and to a high quality. I would welcome him back at any time.

Dave Warren, Software Engineering Manager at DAZN