

### *Summary*

Farzeen Tejani first joined ScottMadden in 2016 as a summer intern and then began full time in 2017 after receiving an M.B.A., with concentrations in strategy, operations, and sustainability, from the Scheller College of Business at Georgia Tech. Prior to ScottMadden, she worked as an account manager at an eCommerce startup where she ran the client services department, a content coordinator at a marketing firm where she engaged with Coca-Cola's international business units to create and publish content, and a conservation architect at a not-for-profit agency where she created the long-term management plan for a historical site. In addition to an M.B.A., Farzeen received a B.S. in architecture from the Georgia Institute of Technology.

### *Areas of Specialization*

- Organizational Design and Governance
- Performance Assessments and Benchmarking
- Project Management and Change Management
- Program Design and Implementation
- Process Improvement, Organizational Excellence, and Best Practices
- Data Analytics
- Strategic and Business Planning

### *Recent Assignments*

- Led the project management and task execution for SERC3, which included shaping the program's five-year strategic road map, formalizing the industry advisory board and subcommittees, and designing the methodology for capturing industry insights to guide program priorities
- Designed the functional scope of two new control center functions; conducted a workload and skills assessment to determine their staffing requirements; identified gaps to determine technology investments and developed the implantation strategy to bring them to Day 1 operations
- Developed recommendations and a business case for a document management system, including retention strategy and framework, governance and policy, and system options for implementation
- Conducted a qualitative analysis of an inventory management team to identify challenges of planners and schedulers, warehouse managers, and field crews; designed and data mapped an inventory management tool that improved inventory visibility to address the challenges identified in the analysis
- Assessed the operations of a professional services team to retool the service catalog and pricing strategy to ensure profitable operations and limit scope creep; provided the team with new process workflows tools to standardize customer experience and timekeeping tools to improve task management
- Conducted a work activity assessment for a finance organization as a part of a larger organizational transformation project; the effort included staffing benchmarking, performance metrics development, organization structure redesign, and technology and automation implementation strategic design
- Managed the approach and kickoff of an HCM knowledgebase for a healthcare company by identifying necessary content, presenting approach to the project team, coaching content owners/authors on article development, developing the article development tracking process, creating information guides and article templates, participating in knowledgebase technology discussions, and drafting 15 articles
- Project managed an effort to develop technical program documents to satisfy NERC compliance requirements; interviewed technical SMEs and drafted the technical program documents
- Analyzed EUCG data, using multiple linear regressions to develop predictive models based on key generation site characteristics that influence total generating cost and net site generation which were utilized to explain the lower-scored performance metrics
- Designed an adjusted metric for nuclear cost performance benchmarking through review of current cost allocation methodologies (to account for a temporary unit reduction of a facility) with the intent to normalize the metric and facilitate useful comparisons to past performance and industry peers
- Supported the design and development of a grid modernization road map of the utility's efforts to respond to changing customer demands and technological advances; facilitated and performed information gathering efforts by conducting workshops and interviews with SMEs within the organization's various business units
- Developed a five-prong strategic plan for a major utility by identifying market trends and competitors, assessing company capacity and growth opportunities, testing plan through scenario planning, and getting buy-in from the board