



Capabilities Statement

Key Information

Office

Vancouver, WA 98663

Contact

Lisa Ashburn,

IT Business Analyst/Consultant

Cell Phone: 503-267-0655

Email: hello@clarifyandbuild.com

Website

www.clarifyandbuild.com

Washington State UBI

604 352 720

NAICS Codes

541511: Software analysis and design services, custom computer

541512: Computer software consulting services or consultants

541519: Other computer related services

Insurance

Umbrella Liability:

3M per occurrence/3M in aggregate

Errors & Omissions:

5M per occurrence/5M in aggregate

DUNS Number

043240016

CAGE Code

8MJF8

Summary of Services

Conscious Creation provides IT business analysis to organizations who seek to improve health and wellbeing in their communities. Lisa Ashburn, the sole proprietor, has led multiple software requirement gathering efforts in both the public and private sector, concentrating primarily in health and human services.

Core Competencies

- IT Business Analysis
- Systems Analysis
- Current and Future State Business Processes:
 - Modeling
 - Mapping
 - Improvement
- Functional Analysis
- Business Needs Assessment
- Need-Gap Analysis
- Requirements Analysis
- Scrum/Agile Methodology
- End-to-End Support throughout Project Lifecycle

Differentiators

- Expertise for IT business analysis services
- 20+ years of software development
- 15+ years of requirements analysis and business process reengineering
- 8 years of project experience in health insurance and healthcare
- Participated in state government contracts
- 20+ years defining business processes for multidisciplinary teams and multiple business domains
- Works well in a collaborative environment with other specialists
- Certified Scrum Master | Certified Product Owner

Testimonial

“I am always in awe of Lisa’s ability to quickly facilitate teams to zero in on their true requirements in a productive manner for all participants! She makes it look so easy, even when it means navigating through complex topics to gain consensus to drive teams forward!” —*Marla Brus, IT Director of Business Applications at Johnstone Supply*



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Past Performance

*Past projects and client names are often protected by **non-disclosure agreements (NDAs)** and **confidentiality agreements**.*

- **Data Systems Assessment Project, IT Business Analyst** for State Government Agency (details blocked by confidentiality agreement) (8/2019 to 1/2020 and 3/2020 to 7/2020)
- **Data System Solution Project, IT Business Analyst** for State Government Agency (details blocked by confidentiality agreement) (1/2020 to 2/2020)
- **Operational Readiness Effort, Certification Analyst** for Large Health Insurer (name blocked by NDA) (06/2019 to 08/2019)
- **HR Data Transformation Project, Lead Analyst** for International Logistics Company (name blocked by NDA) (12/2016 to 04/2018)
- **Issue Resolution Projects, Business Analyst** for Health Insurance Co-op (name blocked by NDA) (05/2015 to 06/2016)

Recent Certifications

- Certified Scrum Master (CSM) – 2012 to 2020
- Professional Scrum Product Owner I (PSPO I) – 2019
- Certified in Blockchain Business Foundations (CBBF) – 2019

Testimonials

“Lisa was always my go-to person for excellent business analyst work, from the basic blocking and tackling of functional analysis and comprehensive written documentation, to building trust with our business users and vendors. With Lisa, I knew I could trust her to get the job done, and keep me informed.” —*Liz Alexander, former Director of IT for Oregon’s Health CO-OP*

“Lisa was a key asset on a year-long high risk/high visibility project. She translated our enterprise architect’s designs into logical chunks of work that were digestible by the developers, as well as management. I know very few people who can articulate complex technical components into language that the VPs can digest, and Lisa did this beautifully. I can say without hesitation that her ability to manage the tiny details, work with a diverse group of people with competing priorities, and her determination to get things done saved us on multiple occasions.” —*Teralyn McFeely, Senior IT Project Manager, XPO Logistics, Inc.*