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SUMMARY

Effective Data Warehousing and Business Intelligence professional with over 15 years of industry experience, focused on building high-performance analytics solutions to effectively answer business questions.

Hands-on approach to implementation, operation and ongoing maintenance of business analytics platforms. Leading small and large teams through development cycle and daily operations of reporting systems.

Specializing in building powerful and low-maintenance technical solutions using minimal resources.

SKILLS AND EXPERTISE

Data Warehousing and Business Intelligence

Data warehouse design: dimensional modeling, facts and dimensions, star schema, slowly changing dimensions, aggregates and summaries, horizontal partitioning.

Business analytics: work with business users and stakeholders to understand requirements, translate requirements into data elements, metrics, and reports, use methodical approach to set priorities.

Big data: 8 years of experience managing and using multi-terabyte data sets, programming efficient database queries, and optimizing data processing resources.

ETL and data processing: use best-of-breed approach to achieve maximum performance at lowest total cost. A lot of experience combining SSIS, perl, SQL and shell scripting into custom solutions, with exposure to off-the-shelf products Informatica, Ab Initio and Syncsort.

Business reporting: 10 years of experience using Business Object (Web Intelligence, InfoView, CMC, Universe Designer), Crystal Reports, Cognos, Microstrategy.

Database Technologies

SQL programming: expert-level programming of ANSI SQL (Sybase IQ, Sybase ASE, Microsoft SQL Server, Oracle). Good exposure to MySQL.

Hardware: server and storage hardware selection, configuration and operation.

Management

Grow and manage successful data warehousing teams.

Management of multidisciplinary teams working on project tasks or supporting daily operations.

Manage on-site and offshore development teams, offshore support resources, offshore staff augmentation, and remote staff.

PROFESSIONAL EXPERIENCE

Senior Manager, Data Integration

Shutterfly, Inc., Redwood City, CA

August 2012 to present

Manage the delivery of data services for the Finance department. Coordinate the work of a team of database developers, report developers, and business analysts to improve the performance and business value of existing reports and metrics.

- Improved reliability of daily Finance reports in preparation of high-volume Q4 season. Validated data and identified discrepancies between metrics. Created additional reports to track the discrepancies.
- Integrated data from a mobile app into the data warehouse, and created management dashboard and reports to track the performance of the app.

Senior Manager, Enterprise Reporting

Kodak Imaging Network, Inc., Emeryville, CA

2004 to August 2012

Led the Enterprise Reporting Group into data warehousing and business intelligence projects to support the analytics needs of the company. Managed all aspects of operating the Pulse business reporting platform, from daily data processing and report delivery, to ongoing improvements and user requests. Supported the analytics needs of business users in multiple geographies.

- Built the highly successful Pulse business reporting platform, integrating data from 10 sources, storing over 4TB of structured information, and processing 265 million data records daily.
- Led a team of database architects, database programmers and business analysts to conduct the daily operations of business analytics; establish the procedures to efficiently process 320 tables of data and refresh 80 business reports published daily to users in US, Canada and Europe; work in cross-functional teams to address the needs of specific partnerships with vendors and B2B relationships.
- Selected hardware, software and consulting services; worked with vendors to identify needs and negotiate prices; managed the work of on-site and offshore development teams to deliver solutions using an iterative approach, as to steadily deliver increasing value; transitioned users from previous platform to Pulse with minimal disruption.
- Worked with business users and department managers to determine the metrics that will be the most useful for tracking new products and website features; identify opportunities to improve existing reports and metrics; review industry standards and best practices to use the most effective solutions to known problems.
- Developed many techniques for managing the large volume of data produced by the e-commerce websites, providing good performance without the traditional need for expensive hardware and software: horizontal partitioning of data, careful optimization of SQL queries, prioritization of database resources, automated cascading refresh of reports, etc.

Noteworthy: the Pulse business reporting platform was nominated for a Computer World Honors award in the Business Responsiveness category in 2011:

https://www.eiseverywhere.com/file_uploads/0b3068a1ea2db5aae21c17ae21fcc055_Laureate2011_web.pdf

Marketing Systems Analyst

BriteSmile, Inc., Walnut Creek, CA

2002 to 2004

Support Direct Response Marketing and CRM programs to implement efficient analytics and provide reliable metrics; overview enterprise technology infrastructure; redesign and improve the Call Center phone system.

- Designed and implemented a Marketing Data Warehouse for customer and transaction data from 20 sources; set up daily data uploads to feed Database Marketing campaigns; implemented corporate information delivery using Crystal Enterprise ePortfolio.
- Marketing Operations and Analysis: generated lists for direct mail and bulk email activities; analyzed marketing activity (ROI calculations, rolling BDI analysis, call volume trends); managed assignment of 275 toll-free numbers used for marketing programs; defined and maintained search engine marketing.
- Phone system overhaul and maintenance: successfully ported 275 toll-free numbers and 192 phone lines to new long-distance carrier; programmed routing of calls in the phone system; generated annualized savings of \$300,000 while improving quality of service and eliminating downtime.
- Reduced rate of abandoned calls from 22% to 5% through iterative improvements in phone call routing and prompts; led the upgrade of the accounting system that resulted in major performance improvements.

Senior Consultant, Business Intelligence

Dimension Data / Proxicom, San Francisco, CA

1999 to 2001

- Designed the data warehousing model for the Wine Making Process at E&J Gallo Winery; identified 313 unique information items from 15 departments; defined the implementation plan.
- Established an enterprise reporting roadmap for Imagicast; determined the best use of the data collected by the wireless in-store kiosks; worked with data content users to analyze their requirements.
- Reviewed and documented the data warehousing environment at WellPoint and Blue Cross/Blue Shield of Georgia (owned by WellPoint); planned for growth; analyzed impact of HIPAA on data warehouse.
- Determined web traffic analysis strategies and methodologies to track multi-channel marketing; developed the value proposition of Proxicom for Web Analytics.

EDUCATION

B.S., Computer Science, 1995

Université de Montréal, Montreal, Canada

Electrical Engineering, 1992

École Polytechnique de Montréal, Montreal, Canada