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| **Professional Summary:** |
| * 7 Years Executive Management experience of Global Consulting Firm * 12+ Years Analytics and BI development. (Sales Force Analytics. Site Catalyst, Microstrategies, BOBJ, Omniture, SAP Analytics) * 15+ years of business experience gained within Consulting Companies, working in positions such as a Digital Marketing Consultant, Digital Commerce Consultant or Digital Customer Experience Consultant * 10+ years’ experience in areas of marketing, commerce, customer experience, digital and analytics. * Ability to engage clients at various levels (including C-Level) built strong and long lasting relationships. * Strong presentation and facilitation skills; with the ability to structure and facilitate workshops and develop business cases for large deals * 12+ years developing Salesforce applications for Sales Operations and Marketing, Distibrution, Service and Logistics in both Private and Government Sectors globally,. * 6 years SFDC Architecture * 6 years Solutions/Systems Architecture * 6 years Framework architecture experience * Experienced writing test plans and test cases using various tools including SQL Server, Oracle 11g, Cognos, Informatica Workbench SAP, Excel, Eclipse and Jenkins Cl. * Experienced in Agile Methodologies like SCRUM product with relevant experience in all phases of a Software Development Lifecycle (SDLC) in an eCommerce environment. * 5 years Scrum Master and Project Management Experience on globalized projects. * 5+ years English Language/CRM Informatics Training |

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| **Technical Summary** |
| Oracle 11g, SQL server, SAP MBW, ETL, API, Informatica, Web Methods, SSIS, Corticon Rules Engine development, Seibel Server, Cognos, Microsoft Dynamics, SFDC, Agile Scrum Master, Inforrmatica, Omniture site Catalyst, Hanna Server, Eclipse, B2B, Adobe Site Catalyst, Test & Target, O2C, ITIL, Excel, Access, SAP, SQL Server, Jenkins CL, Data Mapping, Data Mining, Legacy System migration, Marketing Adapter, Data Wharehousing, Microstrategies, eCommerce, Salesforce, Force.com IDE, Apex, Visual Force, JS, C++, .Net, ETL Development, SQL Server Integration Services. |

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| **Education:** |
| * Doctorate in Agricultural Sciences - **Graduated**   Northern Central University, San diego, CA   * Masters Degree, Majoring in Information Systems Management   DeVry University, Sandy, UT - **Graduated**   * **Bachelors of Science,** Majoring in Computer Programming, Computer Information Systems   DeVry University, Sandy, UT **- Graduated**   * **Associates of Science**, Major in Nursing   **Broadview University, West Jordan, UT** - **Graduated**   * **Bachelors of Science,** Majoring in Business Administration and Finance   **University of Guam, Mangilao, Guam - Graduated** |

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| **Experience:** |  |
| **PCS SAS** – Turbaco, Colombia |
| **Technical Architect** |
| **Clients: Contracted with IS2 LLC**   * Thomas J Henry * Parc/Xerox * Digitalglobe * Logicforce * K2M * Columbia College * Cabinet Collection * Lucrin * Appster * Doblegroup * Commonworth of Massachussetts * Marcus Miller Investment |
| * Salesforce custom implementation, with custom objects, process flows appointment scheduler, * integration to QuickBooks ERP, Avalar Avatax, Zillow, payment gateway * Setup and integration of public website to Customer Communities. * Setup and customization of Customer Communities, Partner Communities, Knowledge * Custom Website Framework Design and Development * Creation of Technical Design Documentation, Functional Requirements Gathering and Documenting * Salesforce.com Configuration, user administration and profile configurations. Setup of Security and SSO. * Salesforce.com Analytics and Report customizations * Creation and configuration of Salesforce.com Customer Portal Configuration * Creation of Apex Triggers/Classes * Data cleansing and deduplication * Creation of visual and headless workflows as well as Business Process Flows. * Development of Technical design for Colombia College customizations and integration to back end systems * Creation of User documentation, Data Dictionary, Business Requirement Documentation and creation of Functional Specs Documentation.   **Capgemini** – New York City, NY  **Senior Manager – Salesfocrce Development Division**   * Engaged with the CMO & CIO organizations and influenced Digital Strategies and Technologies * Positioned and articulated Digital Services and Platform offerings to clients * Created Business Development Plans for allocated sector / accounts and help to identify prospective clients * Utilized my understanding of technology and vertical platforms in order to strategize & craft solutions (along with pre-sales teams) to match customer needs. * ServiceMax Implementation with Salesforce Sales cloud integration * Worked heavily with the Offshoring or near-shoring Development Model.   **Adobe Systems-** US Remote (contract to hire) **03/2011- 09/2013**  **Business Process Manager/Solutions Architect**   * Effectively communicated to primary stakeholders deviations between current and to-be states. * Partnered with business to drive transactional eCommerce experiences between Adobe and world-wide resellers, education and business customers and to identified opportunities and executed initiatives that drove success on the corporate commerce platform. * Recognized as an expert on eCommerce applications and knowledgeable of cross-application issues, and customer requirements. * Created Data Cubes for ETL and test scripts on globalized projects in SQL Server, HANNA Server, Oracle 11g, SAP FICO, SAP R3 and Salesforce. * Developed Rules Engines in Corticon for Marketing Adapter integrating Oracle 11g repository, Corticon rules engine, Informatica to Echo data to Salesforce CRM. Also created Rules engine for compensation of globalized sales operations, creating vocabulary, rules, and integration. * Integration of Company data on globalized projects such as Incentive Commission Matrix, Partner Vendor Deal registration. Marketing Adapter. * Architected Deal Registration Program and Commision Matrices, Architected Internation Sales Operations with Integration to Marketo, SAP, Hanna Server, ServiceMax, MS SQL Server, Oracle 11g * Data mapping, Data mining, Data validation from Legacy Systems and cross validations utilizing, SQL scripts, Excel, Access, and SAP tools. * Product owner for Deal Registration Payout Application, Incentive Compensation Matrix, Territory Assignment Rules Engine * Root Cause analysis on system data failures for downstream reporting on systems that had multiple dimensions and multiple API integration to reporting tools. * Managed project development, timelines, scheduling and scope for projects acting as Agile Scrum Master. * Release Management Utilizing Jenkins as a continuous build tool, enabling my team to focus on their work by automating the build, artifact management, and deployment processes. Using Build tools, Artifact repositories such as Nexus, Testing Framework (CppUnit) * Project Architect for Deal Registration Payout Application, Incentive Compensation redesign in SFDC utilizing ITIL methodology and framework architecture * Provided direction and specialist knowledge in applying the technology/application to client business. * B2B and O2C integration, onboarding, management. * Understood key business objectives and IT delivery capabilities by providing fully integrated solutions. * Facilitated customer product/application understanding through presentations demonstrations and benchmarks, provision of support through the sell. * Worked with strategic customers, partners or GSIs, influenced large enterprise opportunities involving Analytics such as Insight, Site Catalyst, Test & Target, Search & Promote, * Recommended, data integration and infrastructure architecture solutions. * Gained acceptance during the selection process. * Supported pre-sales and sales resources within consulting and license teams, RFIs, and validated technical architect dialogue and positioning, assisted with developing the Adobe technical proposition and benefits. * Provided the sales force and consulting engagement managers with business architecture assistance during a sales cycle with a new or existing prospect, built a strong long-term business relationship with existing named accounts, maintained visibility of the overall sales objectives and product strategy by offering license and consulting sales person(s) direction on technical requirements, identified opportunities where solutions could bring significant business benefit to a customer - such as increased efficiency, improved productivity, reductions in costs, better quality output, etc. * Worked with key business users to understand their business requirements and integrated them into the existing Adobe systems, including Salesforce CRM, Data Warehousing, MDM, SAP, Oracle, and Informatica, data cleansing services, Business Objects, and other custom developed applications. * Contributed to project estimating efforts - provided input and clarity on business requirements and options to implement those requirements. * Worked with other IT resources and business personnel to accurately estimate project efforts and design software interfaces such that it adheres to standards and supports the desired processes. * Work with Adobe business units to develop a technology roadmap and strategy based on business needs and industry standards. * Documented Change Management, RFC, and partner onboarding utilizing BPMN methodology to determine business lifecycle of processes for Deal Registration Payouts and internal incentive compensation matrices. * Helped validate and refine the project design to ensure that it continued to satisfy business requirements. * Identified and diagnosed data quality or system deficiency issues and provided options for resolution.   **Xenex Partners - (San Jose- remote from Orem, UT) 03/2011- 09/2012**  **contractor**   * **Client: Adobe**   **Prince Perelson & Associates-** Salt Lake City, UT (FTE) **07/2010-03/2011**  **Consultant- Business Solutions Analyst**   * Demonstrated up-to-date expertise in global commerce and is able to translate the business strategy, business goals, and business processes into an IT solution. * Served as a technology thought leader for assigned business functions and advises business partners accordingly. * Researched, analyzed, and recommended solutions which met the business needs for new projects. * Demonstrated in-depth technical knowledge of eCommerce applications as well as supported business processes. * Translated business architecture through the elicitation and definition of functional requirements. * Produced system documentation and data flows. Including version control, RFC nomenclature, from early development to Functional Specs, and user documentation. * Created BPMN documentation by translating functional business requirements into business process models throughout the entire life cycle of projects. * Performed organizational and resource modeling, analyzed processes in a variety of dimensions, built accurate and realistic simulations, created reports, and identified business measures to address productivity and performance management. * Quickly identified problems and resources required to resolve; took ownership and drove team to resolution through data mining, test scripts and tracing breakage in systems that had multiple interfaces, user departments and dimensions that shared data warehousing. * Created Data Cubes for ETL and test scripts on globalized projects in SQL Server, HANNA Server, Oracle 11g, Salesforce. * Expressed ideas to and influenced executives and senior management. * Team member in business process improvement and a catalyst for building mature processes. * Developed business specifications for application development or enhancements and was the key interface between users and engineers. * Provided Level 3 end user support as called upon by the Production Support Team. * Managed requirements volatility, integrity and continuity via change management and reprioritization. * Used structured and disciplined approaches to solving technical problems. * Experienced in implementation and maintenance of eCommerce applications. * Created Data Mapping tools using Excel, Access and SQL. Including Pivot tables, V-Lookups and ETL Scripting and ETL Plugins for Excel. * Creation of ADHOC reports and dashboards, KPI reports, and customization of Dashboards with Salesforce, Cognos and Micro strategies. * Designed, analyzed, tested and validated business process models   **SETI Asset Management Group, Inc. -** (Mountain view HI - FTE) **05/2003 – 07/2010**  **Vice President – Operations- Asia Pacific**     * Played a key role in constructing a data driven consumer experience to support individual product strategies. * Articulated future state business capabilities, assessed current state capabilities and developed initiative roadmaps to achieve the strategic goals. * Aligned strategic goals and objectives with decisions regarding products and services; partners and suppliers; organization; capabilities; and key business and IT initiatives. * Engaged with the CMO & CIO organizations and influenced Digital Strategies and Technologies * Positioned and articulated Digital Services and Platform offerings to clients * Created Business Development Plans for allocated sector / accounts and help to identify prospective clients * Utilized my understanding of technology and vertical platforms in order to strategize & craft solutions (along with pre-sales teams) to match customer needs. * Worked heavily with the Offshoring or near-shoring Development Model. * Partnered internally and externally to develop end to end business processes and an integrated view across the division and enterprise specific to people, processes and technology as well as the business performance of processes and services. * Development and implementation of new customer acquisition channels. * Creation of data driven customer personas that supported segmentation marketing campaigns. * Designed and analyzed business capability scenarios to meet new requirements of strategic direction. * Creation of new business capabilities that supported a strategic shift from B2B to B2C in product design, marketing and customer management. * Identification of a current state customer experience model and the creation of multi-year roadmaps to build toward ideal state. * Development of customer preferred, electronic service channels and collateral distribution. * Defined information flow and work flow to clarify/improve information accessibility and process efficiency. * Analyzed and recommended improvements to the strategic, core and support processes, as needed, to support strategic and operational goals. * Provided strategic viewpoint and recommended long-term roadmap. * Acted as change agent and provide focus to most critical initiatives. * Worked closely with business management and with IT Solution and IT Enterprise Architects to align business needs and technology solutions. * Developed a business architecture strategy leveraging a broad view of the business and an understanding of strategy, processes and capabilities, technology, performance and governance. * In partnership with IT Architects, Suppliers and various Business areas, built and executed against strategic roadmaps that included and integrated people, process, technology and sourcing change. * Recommended and aligned strategic roadmaps to Enterprise/Division Goals and Key Business Performance Indicators. * Provided direction to and actively participated in project teams tasked with executing roadmap components ensuring the delivery on future state benefits. * Identified structural issues within the organization, functional interdependencies and cross-silo redundancies including role alignment, process gaps and overlaps, and business capability maturity gaps. * Partnered with IT Architects, Suppliers and various Business Areas, collect and correlate disconnected documentation and drawings, and articulate their collective relevance to the organization and to high-priority business issues. * Created high-level, visual models (information-rich diagrams) that can be used in future analysis to extend and mature the business architecture. * Human Resources Management and Payroll   **Marriott Resorts International. –** (Tamuning, Guam)  **09/2000 – 03/2003 Housekeeping Manager – Operations- Asia Pacific**     * **Managed Housekeeping Operations and Budgets** * Ensured guest room status was communicated to the Front Desk in a timely and efficient manner. * Inspected guestrooms on a daily basis. * Obtained list of rooms to be cleaned immediately and list of prospective check-outs or discharges to prepare work assignments. * Inventoried stock to ensure adequate supplies. * Supported and supervised an effective inspection program for all guestrooms and public space. * Understood the impact of department’s operations on the overall property financial goals and objectives and managed to achieve or exceed budgeted goals. * Ensured all employees had proper supplies, equipment and uniforms. * Communicated areas that needed attention to staff and followed up to ensure understanding. * Supervised daily Housekeeping shift operations and ensured compliance with all housekeeping policies, standards and procedures. * Participated in departmental meetings and continually communicated a clear and consistent message regarding the departmental goals to produce desired results.   **Conducted Human Resources Activities**   * Used all available on the job training tools to train new room attendants and provided follow-up training as necessary. * Established and maintained open, collaborative relationships with employees and ensured employees do the same with them. * Scheduled employees to business demands and tracked employee time and attendance. * Ensured employees understood expectations and parameters. * Ensured property policies were administered fairly and consistently, disciplinary procedures and documentation were completed according to Standard and Local Operating Procedures (SOPs and LSOPs) and supported the Peer Review Process. * Supervised staffing levels to ensure that guest service, operational needs, and financial objectives were met. * Observed service behaviors of employees and provided feedback to individuals. * Ensured employee recognition was taking place on all shifts. * Participated in an on-going employee recognition program. * Solicited employee feedback, utilized an ""open door"" policy, and reviewed employee satisfaction results to identify and address employee problems or concerns. * Participated in employee progressive discipline procedures. * Celebrated successes and publicly recognized the contributions of team members.   **Ensured Exceptional Customer Service**   * Set a positive example for guest relations. * Participated in the development and implementation of corrective action plans to improve guest satisfaction. * Empowered employees to provide excellent customer service. * Emphasized guest satisfaction during all departmental meetings and focused on continuous improvement. * Responded to and handled guest problems and complaints. * Strove to improve service performance.   **WorldMark Resorts by TrendWest. –** (Oceanside, California) **03/1998 – 08/2000 Maintenance Manager –Room Operations**   * Created a positive work environment by maintaining the highest level of ethics and integrity consistent with applicable regulatory standards and Trendwest Vacation Ownership values. * Commanded a presence of respect and humility; demonstrated the ability to motivate and readily communicate expectations and follow up. * Responsible for coordinating and supervising all upkeep, maintenance, and repair functions for Resort Property. * Maintained the highest quality of staff through effective recruiting, hiring, retention, coaching, succession planning and training. * Ensured all work was performed in a timely and cost effective manner to the standards established by the company. * Managed Budget development and compliance, inventory purchasing control; negotiation and management of service contracts for maintenance, repair, construction, renovation, and service from all required outside contractors. * Ensured safety and security as required by the company and local, State, and Federal jurisdictions. * Acted as the company's liaison, ensured the department exhibited hospitality standards and 'Customer Delight'. * Ensured all departments were in full compliance with SOP's. |  |
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