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UNIQUE VALUE

Passion for leading **new products and services: strategy, value proposition, roadmap, development, marketing.** Defined, launched, and closed first sales on multiple offerings, with minimal supervision.

Collaborative style helps **align stakeholders and build deep customer knowledge.** Presented at **software conferences throughout North America and Europe.** Authored marketing content; Led winning proposals.

High technical aptitude and energetic learner- achieved thought leadership at multiple firms. **MBA degree plus certifications in big data/analytics and machine learning/data science.** Builds analytics apps in **Python.** Brings insight and improvement to software development lifecycle (SDLC), including Agile practices.

EXAMPLES: NEW OFFERINGS

Award-winning solution architect-product manager ("**Most Innovative Business Intelligence Application**" *Telecom B/OSS*). **Conceived and executed joint venture with major UK client (Virgin Media/NTL) that: secured ongoing work; expanded scope of work from Network/IT into Marketing** (IT vendors rarely succeed at expanding into business units); **retained intellectual property (IP)** that led to multiple future sales; increased brand value- presented solution jointly with client at industry show. At the time, the geotagging of assets, customers, and capabilities and integration of mapping and visualization to increase ROI was leading edge work. **The Retained IP** from this work was integrated into solution that **I marketed and supported the proposal and sale to two Americas clients.**

Created and Matured Product Management and Product Marketing at software startup, through two VC funding rounds. **Hired staff of 8 as firm grew from 12 to 135, and revenue grew 800%. Created all product management and marketing processes, deliverables, and job responsibilities.** Built and presented product strategy and roadmap to Board and VC's. Conceived and executed user group, annual customer meeting, and Intranet portal. Managed relationship with ad agency and then managed transition to in-house work.

Evaluated then Transformed services strategy for consulting division of global software firm, in move to a portfolio of competitive practices. Created offering scorecard and solution framework to evaluate maturity, competitiveness, and potential of offerings and guide internal investment. Designed and implemented a knowledge management system for portfolio offerings to facilitate consistency of best practices and dissemination of lessons learned. In leadership role to develop revenue assurance practice, teamed with CTO at partner to deliver seminar to Finance execs from Asian telecoms providers. To promote revenue management practice, built comprehensive customer value model to guide convergent charging, and contributed to sales opportunities with convergent charging at multiple South American mobile providers.

Led Product Management for Mobile GSM Billing System, leveraged intellectual property (IP) built for two European clients and transformed it to become viable offering in North American mobile market. Identified and oversaw all efforts needed to sell and deliver system to US and Canadian Mobile providers, such as conversion and translation, enhancements, 3rd party integration, documentation, and sales and marketing collateral. Went on to lead multiple sales and proposal efforts including **closed sale of system plus services to 2nd GSM provider in North America (FIDO-Canada).** As product manager for billing analytics and reporting system, also managed all efforts to take IP from an international project and transform it to a viable domestic offering. **Led first sale of billing analysis and reporting product at Sprint.**

EXPERIENCE

VALUETRANSFORM LTD. | Lakewood, CO

2017 to Present

Owner. Engaged in Analytics Development, Consulting, and Authoring

Provide independent consulting services, particularly business or systems analysis. Developed analytics and machine learning skills through combination of independent development, consulting, certifications, and volunteer projects. Demonstrated fluency with Python and ability to integrate leading machine learning, statistical, NLP, and visualization packages. I have conceived, designed, and developed analytics apps in Python, examples: Covid-19 localized predictions and trends; Social Media Influence on Stock Price for companies that are the target of arbitrage; Analysis of athlete attributes and results by sport for the Tokyo Olympics.

See <https://bgherbert.medium.com/> for authored articles on Big Data and Analytics

See <https://github.com/briangalindoherbert> for Python code, API and package integrations, visual tools

See <https://theanalyticsofvalue.blogspot.com> for blog posts

Certificate in Machine Learning and Data Science at EMORY UNIVERSITY

Certificate in Big Data and Data Analytics at EMORY UNIVERSITY

Systems Engineering for Professionals at GEORGIA TECH

Training in Tableau, R, RapidMiner, MySQL, Splunk, Python

Sample Projects:

DishNetwork 5G Mobile Senior Business Analyst- Core API's for Dish Wireless 5G OSS/BSS buildout

Agile sprint planning in Rally, write features and user stories, develop reusable templates,

Document specifications and resolve open issues with business initiatives

Create flow diagrams to map API endpoints for all mobile provider business processes

Emory DataCamp/United Way needs analysis app: data architecture, MySQL, R coding

Design and create data cubes to analyze needs for geo-tagged areas of metro region

Develop code using R-Studio to integrate and test needs data

Covid-19 trends visualization app, integration of CDC, DoH and Census data,

API and ETL approaches to integrate local, state, and federal Covid-19 data sources

Visualization of nationwide trends by county using Google Maps API and Plotly

ACCENTURE CONSULTING | Atlanta, GA

2016

Product Architect (contract)

Provided Operational Support System (OSS) architecture and product management expertise on AT&T Gigabit Switched Ethernet initiative.

Facilitated cross-functional teams in assessing customer requirements, system capabilities, integration impacts, and level of effort and cost estimates.

Expected project duration cut short due to budget reductions

- Product pipeline management: pre-launch design, integration architecture, budgeting, and scheduling.
- Led multi-team integration activities, issue resolution, coordination with and integration of AT&T Labs innovations.

DATANAUTIX | Orlando, FL

2015

Project Manager (contract)

Executed customer experience analytics project for service provider client. See previous work for Datanautix below for a detailed description of project activities. Worked a single contract but further deepened my experience with customer analytics and startups.

AMDOCS CONSULTING DIVISION | Alpharetta, GA

2011 – 2015

Recruited by SVP of division with a directive to transform consulting division from FTE-oriented, 'body-shop' contracting to a portfolio of distinct practices and well-defined offerings.

Applied product management expertise to conceive and organize a portfolio of offerings, aligning methodology, personnel selection and training, knowledge management and standard artifacts, and thought leadership for each.

Due to management changes, I later rotated to client consulting with practice work driven by opportunities

Practice Development Manager:

Led initiative to define and develop practices in revenue assurance, analytics, convergent charging, and process transformation in the transformation of Amdocs Consulting Division. **Applied product management expertise and Agile principles to:**

- Aligned consulting practices with strategies from product division and major accounts, coordinated global initiatives across company divisions.
- Designed a **Practice Scorecard** to assess maturity and estimated value of initiatives. Used Agile principles of shared models, information transparency, and continuous iteration. Scorecard was adopted across Amdocs
- Designed **Solution Framework**, a template to define and incentivize consistent methodology, terms, artifacts, knowledge management, and resource development in each practice.
- Designed **Knowledge Management** model and SharePoint implementation, for consulting practice collaboration and learning with methodology, artifacts, cases studies, and metrics.
- Co-authored and delivered webinar to senior finance managers of Asian telecom providers, partner was leading revenue assurance firm cVidya, later acquired by Amdocs. captured customer insights.
- Developed comprehensive Value Model for Convergent Charging solution, allowed substantive dialogue with client on current state and goals. Model adopted by Sales division for new opportunities.
- Assisted South American division in closing business with mobile phone providers in Brazil and Chile
- Researched and wrote study of Deep Packet Inspection (DPI) for content management, including legal, technical, and monetary implications by global region, delivered to senior AT&T market management.

Senior Consultant, Product Owner:

Product Owner, Project Management and PMO roles on AT&T account. Projects were of the largest scale including

transition to single, combined bill and BSS/OSS transformations.

- Co-leader of stakeholder alignment initiative to escalate needs and goals of business sponsors on IT managed, multi-year transformation project. Defined role to represent business sponsors where primary Amdocs contract was with IT department. Advocated for changes within Agile processes for Scheduling, Backlog Grooming, Sprints and User Reviews to provide more value to the business.
- Established role of product owner for Amdocs Ordering product at AT&T. Prioritized features, managed product changes and issue resolution, and coordinated work efforts with global development teams. As first to hold this role, established best practices and priorities just-in-time with little guidance
- As consultant within Program Management Office (PMO), coordinated architects and disparate teams to address complex fixes or design gaps. Managed UAT, beta testing, and implementation for billing transformation. Managed Agile process with Epics, Feature Backlog, Sprints, and User Reviews. PMO Coordination of 3rd party integrations for AT&T order transformation
- Contributor on numerous projects including identity fraud, service assurance and customer analytics

DATANAUTIX | Orlando, FL

2007 - 2011

Customer Analytics Project Manager

Working with founder of customer experience analytics startup, evolved and matured product offerings and grew the business.

Collaborated with founder to develop clients and close new business, often then transitioning to manage project.

Managed multiple client projects with telecommunications service providers and call center outsourcing providers

Developed methods to transform data from customer interactions into robust quantitative and qualitative analytics models that could be mined and analyzed to improve customer experience, retention, and satisfaction.

Proposed improvements to client use of people, process, and technology, and prioritized transformation recommendations based on calculated present value of each change.

Contributed to feature engineering for both Datanautix model and target attributes for specific clients, comprehensive internal model reached close to 200 features, many defined with discrete set of valid values.

Consistently achieved 20% improvement in customer satisfaction with 15% reduction in cost of support operations.

Executed agile, iterative projects by initially loading and analyzing a small randomized data set from call center activity.

First iteration identified significant values, outliers, and key attributes (features) to calibrate model, present to client to agree on areas of focus, and collect expanded data for next iteration.

Each iteration produced insights- requiring assessment of current hypotheses and adding or removing hypotheses, adjust features and add methods to allow deeper analysis of focus area

After processing data for final iteration, performed extensive data analytics and process analysis to test hypotheses that were agreed on with client; identify, calculate, and present prioritized list of recommendations

Technologies-Methods: descriptive statistics; Likert scaling; quality assurance, customer satisfaction, retention and churn; data analytics and visualization; process modeling; call center systems and technologies; data privacy practices; audio to text systems; Visual Basic and Excel.

VENTRAQ (former ACE*Comm) | Gaithersburg, MD

2004-2006

Director Product Management

Built and executed strategy for revenue assurance and analytics products including Product Strategy, Roadmap, Product Portfolio, release schedule, pro-forma financial plan including budget versus actual (P&L responsibility for product line), and regular executive reporting

After acquisition of London-based startup, performed triage on intellectual property and personnel and aligned with product strategy and portfolio

Developed products and brand marketing and sold offerings to new accounts in North & South America, Europe, as well as expanded existing business with Telekom Austria and Virgin Mobile/NTL-Telewest.

Conceived and aligned joint venture with largest U.K. cable operator (Virgin Mobile-NTL), that led to winning Telecom B/OSS award for “**Most Innovative Business Intelligence Application**”, jointly presented solution at major industry conference with Virgin-NTL’s VP of Network Engineering.

Retained and integrated intellectual property developed from joint venture, which aided product competitiveness and helped in closing new business in US and South America.

JV involved automating network asset auditing and capacity discovery, integration of geodata and mapping, and expansion of business to marketing department to allow optimization of promotions based on real-time view of network capacity.

Contributed proposal content and editing, edited company and product collateral, authored article on revenue analytics and improving revenue capture that was published by industry magazine, extensive travel and support for sales opportunities and spoke at seminars throughout North America and Europe.

DST SYSTEMS (AMDOCS) | Charlotte, NC

2003-2004

Senior Product Manager

Managed roadmap, product development, and client management for Billing and support systems (CRM, Ordering, Product Catalog, Provisioning/Activation) used by Cable provider clients. Managed transition of major clients (cable providers Comcast, Cablevision, Adelphia and GCI) to support quad-play services (Video, IP Phone, HS Internet, Video On-Demand).

Planned and Executed focus groups with client managers and subject matter experts as well as key decision makers from four major clients. Built client support for major upgrades; captured client business plans, schedules, and issues; and managed exceptions and working assumptions to maintain stakeholder alignment.

Focus group effort included organizing half-day to multi-day sessions, coordinating four industry-leading clients that represented majority of current revenue, and holding meetings that spanned the US.

Managed critical, one-off development needs and issue resolution cases from scope definition to acceptance.

Presented Roadmap, Release Plans, Budget, and Value Proposition to internal management and key clients.

RATEINTEGRATION | Durham, NC

2002-2003

Director, Product Management and Marketing

Defined and Executed roadmap and market strategy for startup provider of real-time rating and charging engine.

Authored product collateral and white papers, wrote proposals and presentations, supported sales opportunities.

Session speaker and presented demonstrations at trade shows.

Initiative cut short due to failure to close 2nd round of venture capital.

CONNEXN TECHNOLOGIES | Westminster, CO

1999-2002

Vice President- Product Management and Marketing

Defined and executed product strategy for startup provider of revenue assurance and service activation systems.

1st VC round used to acquire small firm with innovative code from a few implementations- evaluated and triaged intellectual property and integrated into a product portfolio.

Developed value model through customer meetings, sales calls, conferences, and market research- applied to portfolio to develop product strategy, roadmap, feature sets and backlog, and release schedules.

Built Strategy and Objectives, and Roadmap, presented all to Board and to potential 2nd round VC investors.

Increased value through common architecture and configurable integration, prioritized non-functional requirements (NFRs) to fit identified customer needs. Sought innovations beyond feature backlog that could differentiate and add value.

Defined product management roles, processes, and targets. Hired and managed four product managers (firm grew from 11 to 125 employees during my tenure). Defined templates such as market and competitor research, customer analysis, and feature analysis including value-based backlog management.

Defined and launched branding for company and product. Managed external agency relationship, then transitioned all marketing in-house: hired and managed marketing staff of five. Wrote and edited collateral and white papers and had two authored articles published in telecom industry magazines.

Conceived and created customer Intranet, annual user conference, and focus group calls to better capture the 'Voice of our Customer' and create feedback loops to identify new features and resolve issues.

Spoke at industry conferences, supported sales calls and promoted the company with analysts, reporters, and systems integrators.

Led a global, multi-company team to deliver a catalyst project to the Tele Management Forum, a PoC that demonstrated a telecom operations dashboard with standards-based interfaces, the concept was mine.

Presented and demonstrated dashboard solution at TMF Nice and TMF Chicago conferences.

ORACLE-BEA | Boulder and Denver, CO

1998-1999

Director of Business Development, Oracle/BEA Weblogic-based enterprise application provider that was acquired by BEA. After acquisition, continued in this role.

Conducted sales calls, wrote proposals, presented demos, and helped to close new business with the two founders of the business.

Performed project planning, oversight, and solution architecture work on client projects.

AMERICAN MANAGEMENT SYSTEMS (CGI) | Golden, CO

1994-1998

Principal – led business development of billing and support systems (product licensing plus professional services) for mobile communications network providers.

Leading role on sales efforts resulting in ~\$22 Million in revenue. Sold project to deploy Billing and Customer Care plus supporting systems (BSS) to first GSM operator outside Europe (Microcell-FIDO in Montreal). Lead role in project planning, requirements analysis, and development of interface specifications for inventory and sim management on Microcell project.

As **Product Manager**, transformed GSM-based Billing and Support system from Europe and launched to support

North American GSM mobile provider market.

Led the Sale and supported the implementation of the above system at Microcell-Fido (Canada).

Product Manager of hosted billing service for 2G mobile providers (aka SaaS or Cloud offering today).

Product Manager for Internet-based customer support and billing analysis suite for mobile B2B market, including a hosted service option (SaaS). Sold offering to Sprint in role as product expert/sales engineer.

Performed PoC consulting at AT&T Wireless and Nextel to develop strategy for Internet-based customer support.

CAPGEMINI CONSULTING | Washington, D.C. and Englewood, CO

1991-1994

Senior Consultant. Led development of risk management system for MCI. Working with MCI Corporate Finance senior managers, conceived and implemented automated methods to estimate credit and collections risk with MCI's service provider and reseller customer base.

Led project for training and certification system for the state gas and electric utility (Public Service of Colorado, now Xcel Energy) employees and contractors. System used to determine worker clearance for certain sites and jobs, as well as scheduling needed training.

At US West (then Qwest, now CenturyLink), led development of new product catalog system, C/C++ development and integration with SQL database, captured requirements from business and managed team of developers.

EDUCATION

Master of Business Administration (MBA)

GEORGE MASON UNIVERSITY | Fairfax, VA

Bachelor of Arts, Psychology

UNIVERSITY OF COLORADO | Boulder, CO

Professional Certificate: Big Data and Data Analytics (2018)

Professional Certificate: Machine Learning and Data Science with Python (2019)

EMORY UNIVERSITY, CONTINUING EDUCATION | Atlanta, GA

WRITING EXAMPLES –

VISIT <https://bgherbert.medium.com>

“An Object-Oriented Approach to Managing Data for NLP or Machine Learning”

Medium.com Appended Nov 19, 2022

‘Gamestop, European Superleague, and Archimedes’

Medium.com Nov 21, 2021

‘How I Leveraged the Pandemic as an Opportunity for Personal Growth’

Medium.com Jan 13, 2021

ANALYTICS CUSTOM APPS

My repositories for custom apps I conceived, designed, and coded in python

<https://github.com/briangalindoherbert>