**Bruce A. Carter**

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**Work Experience**

**GE Appliances, Louisville, Kentucky (August, 2016 to Present)**

**Sr. Data Engineer, IT (September, 2018 to Present)**

* Data Team analyst working with data extract and transformation processes and driving development and adoption of Oracle Enterprise Data Quality (EDQ)
* Support MDM Data tracks and the Informatica team for ERP data loads and OSB/FG

**Sr. Project Leader, IT – Technology & Services (August, 2016 – September, 2018)**

* Plan and drive execution of enterprise-level technology projects working collaboratively with business teams across the company at all levels
* Recently completed the North American PC replacement project as part of the transition from GE to GE Appliances/Haier

**Citi, Irving, Texas (November, 2014 to August, 2016)**

**Sr. Manager, Business Planning & Data Analytics**

* Responsible for development and maintenance of collections control reports measuring key operational risks as defined by compliance for Citi's non-mortgage portfolios
* As a member of the BP&A Leadership Team I served as a thought leader in the collections control environment
* Led a team of eight SAS/SQL analysts with project management, report development and data management responsibilities

**American Airlines, Fort Worth, TX (March, 1987 to May, 2014)**

**Manager, Cargo Decision Support / Cargo Revenue Management, January, 2009 to May, 2014**

* Tasked to find and exploit data and information creating a competitive advantage for AA’s Cargo Division
* Work collaboratively with AA ITS, external vendors, and external industry data vendors
* Responsibilities include application development (Cognos, SAS, SQL, VB scripts, and web content maintenance), application management, data management and data stewardship, ad hoc data access, project management, and application testing and training
* Led a team of five analysts and three contractors

**Manager, Enterprise Data Projects – Cognos Applications, July, 2005 to January, 2009**

* Responsible for the AA Business Intelligence Competency Center including development, management, and deployment of Cognos applications companywide as well as developer and user training and vendor relationship management
* Led the planning and implementation of a multi-environment hardware refresh project upgrading infrastructure, security, and support while implementing new internal application development and support processes
* Founded and led the North Texas Cognos User Group creating a forum for learning and idea exchange between IBM Cognos, corporate leaders and users, and vendors
* Managed AA Cognos infrastructure, and a multi-million dollar budget and led a team of five developers

**Sr. Analyst, Revenue Management Strategy, April, 2005 to July, 2005**

* Data mining and analysis for special projects and monthly revenue and passenger performance reporting
* Extensive SAS programming and report development

**Business Technology Team Lead, Customer Technology, April, 2001 to April, 2005**

* Led a team of three analysts and managed a variety of Passenger Sales technology projects including Intranet application development, AA's technology relationship with external vendors, corporate booking tool enhancements, development of a corporate account profitability model, and Cognos reporting and analysis tool development
* Controller for Sales Technology, developing the 2002 and 2003 IT budgets

**Sr. Analyst, Account Analysis & Planning, January, 2000 to April, 2001**

* Analytical support for field sales account managers and HDQ Global Account executives relative to Global and Preferred Account performance and compensation
* Responsibilities included data mining, program development and information distribution
* Significant accomplishments include the creation of tools used to accelerate and standardize incentive account analysis and creation of the Partnership Report, detailing revenue and costs associated with maintaining agency incentive accounts

**Sr. Analyst, Sales Technology & Information Systems, October, 1998 to January, 2000**

* As project manager for the QIK Team, responsible for the development, enhancement and support of client/server based QIK applications for the U.S. Sales Support Centers and Group & Meeting Travel
* Responsibilities included project management, database management, application development and supervision of three programmers

**Sr. Analyst / Team Leader, Sales Planning & Analysis, October, 1996 to October, 1998**

* Developed mainframe and PC analysis and reporting tools
* Responsibilities include project management, program development and supervision of four analysts
* Significant accomplishments include creating monthly incentive account detail for domestic agencies

**Sr. Analyst, Performance Measurement, August, 1995 to October, 1996**

* Maintained and managed enhancements for VISION, the primary agency revenue and sales reporting system used by AA Passenger Sales
* Responsibilities included project management and extensive SAS and Syncsort programming

**Analyst, Field Sales Planning, January, 1994 to August, 1995**

* Administered goal setting, processing and reporting for domestic agency override commission programs
* Responsibilities included SAS and PAL programming and supervision of three Staff Assistants

**Analyst, Marketing Performance, September, 1991 to January, 1994**

Marketing Budgets, September, 1992 - January, 1994

* Prepared the annual budget for various Marketing groups and assisted in identifying and reporting monthly spending variances. Also administered the distribution of Passenger Sales funds to support SABRE sales efforts.

Sales Programs, September, 1991 - September, 1992

* Responsible for the analysis and administration of the National Account incentive program
* Significant accomplishments include extensive revisions to the National Account performance reports, quarterly processing procedures and quarterly review package

**Analyst, Passenger Pricing and Yield Management, May, 1989 to September, 1991**

Domestic Passenger Pricing, July, 1990 - September, 1991

* Responsible for developing pricing initiatives and the daily monitoring and evaluation of OA activity to make informed and objective decisions concerning AA's competitive pricing position in Chicago and Canada markets.

International Pricing and Yield Management, May, 1989 – July, 1990

* Responsible for the determination of the optimal passenger mix and overbooking levels for flights to Manchester, Glasgow and Madrid. Also recognized and implemented price initiatives for the United Kingdom and Spain.

**Representative, Domestic Reservations and International Passenger Tariffs, March, 1997 to May, 1989**

**Education**

**William & Mary, Williamsburg, Virginia**

**Master of Science, Business Analytics**, Currently enrolled

**Spring 2016 HBX | Harvard Business School**

**CORe: Credential of Readiness**, July, 2016

**Texas Christian University, Fort Worth, Texas**

**Master of Business Administration, Management**, December, 2005

* Elected Honor Code committee member
* National Black MBA Association student member

**The University of Texas at Arlington, Arlington, Texas**

**Bachelor of Arts, Communications**, August, 1987

* Phi Eta Sigma - Freshman National Honor Society Vice-President
* Liberal Arts Constituency Council representative
* Society of Professional Journalists member

**Memberships**

Member, National Black MBA Association

Member, Project Management Institute