**Joseph Steele-Perkins**

**Development Manager**

**Professional Summary**

Development Manager with experience in leading teams that deliver database solutions. Involved in entire software life-cycle, from supporting requirements gathering, creating technical design to managing build and release/implementation. Passionate about creating optimised and robust deployment pipeline that will deliver fast and error-free.

**Core Competencies**

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| Database development and management (Data Warehouse and RDMS) | Data modelling | SQL/SQL Server/T-SQL |
| SSIS | Stakeholder relationships | Solution design |
| Jira administration | Git/GitLab | PowerShell |
| Development life-cycle | SAP Business Objects | DevOps principles |
| Development resource planning and management | Release management |  |

**Career Highlights**

* Led development of marketing data warehouse and periphery data marts.
* Acted as technical product manager throughout the system’s life-time.
* Set up and managed small off-shore development team (3 developers and 1 tester.)
* Implemented and managed support of front-end applications (SAP Business Objects.)
* Solution design of most features implemented in ?

**Professional Experience and Achievements**

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| **Professional Development** | December 2018 –February 2019 |

During this period, I have created a robust and optimised deployment solution for a SQL database based on the principles of continuous delivery and test-based development.

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| **Reed Business Information**  **Corporate Solutions Group**  **Development Manager** | November 2016 – December 2018 |

* Led GDPR compliance activities for marketing data warehouse and data marts. The phased activities where completed in November 2018, leaving the databases in a legally compliant state with no unexplainable business impact.
* Defined, documented and implemented development workflow and Git branching strategy for analytics big data platform. Once adopted this ensured the development team was able to grow whilst maintaining quality of work. Deployments became more stable and more frequent.
* Rapidly on-boarded three off-shore developers to analytics platform development team. They were working on the platform within two weeks so enabling the team to meet a key delivery date.
* Created technical design document for Alteryx ETL project. This specified a data flow that could be used to correctly implement logic specified in requirements. This enabled the project to continue where it had become impeded.
* Managed the development of a data mart that integrated with Aventri event platform and the downstream integration into the data warehouse. This was released in conjunction with the launch of the new platform and provided marketing teams uninterrupted access to event data.
* Managed development of an extract of data for New Scientist during its divestment. Created supporting documentation (data dictionary and schemas.) Data was supplied on cut-over date and met all RBI’s legal commitments.

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| **Reed Business Information**  **Global Marketing**  **Marketing Technology Manager** | ? 2010 – November 2016 |

* Facilitated the set-up of infrastructure required for secure, third-party access to RBI environments. This significantly enhanced the support that could be supplied by third-parties and was a pre-requisite for the off-shore development team starting.
* Created Jira project to facilitate development work. Moved backlog to Jira, set up workflow, Kanban board and reports. Stakeholders then had visibility on status of work and expected delivery date.
* Designed and managed development of solution to integrate data warehouse into Qualtrics. Once in place, the integration allowed the implementation of continuous-NPS which increased frequency of product feedback from 2 to 24 times a year.
* Set up off-shore team. This additional resource significantly increased the amount of development that could be delivered.
* Managed development of Eloqua data mart and integration into data warehouse. This enhanced the capabilities of marketing analytics activities.

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| **Reed Business Information**  **Global Marketing**  **Database Developer** | March 2007 – ? 2010 |

* Led development of data warehouse and data marts. Architected and developed robust ETL capabilities and optimised de-normalised reporting layer. Embedded business logic in data transformation process including data standardisation and matching rules. By bringing the warehouse in-house, significant saving were made and additional functionality was available for the first time (eg single-customer view.)
* Created generic load solution into the data warehouse. This allowed a source to be integrated

with no development on the data warehouse side.

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| **Complinet**  **Business Information Manager** | August 2004 – March 2007 |

* Manager of the Business Information team, responsible for the acquisition, maintenance and delivery of CRM data to the company. Managed a team of 2 data researchers and 1 data analyst, with day-to-day management of a large CRM database.

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| **Travelling and working in New Zealand** | February 2003 – April 2004 |
| **Sweet & Maxwell**  **Database Manager** | March 2000 – February 2003 |
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**Federation of Master Builders March 1998 - March 2000**

**Membership administrator**

**Education**

* BSc Psychology and Computing – Bournemouth University