**Joseph Steele-Perkins**

**Professional Summary**

Database professional with 12 years of experience in leading teams that deliver database solutions, data warehouses and data marts. Involved in entire software life-cycle, from supporting requirements gathering, creating technical design to managing build and release/implementation. Passionate about delivering customer’s requirements on-time 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 |
| Software life-cycle | SAP Business Objects | DevOps principles |
| Resource planning and management | Release management | MS Access/VBA |

**Career Highlights**

* Led development of marketing data warehouse and periphery data marts.
* Fulfilled technical product manager role throughout system’s life-time.
* Managed integrations into Salesforce, Eloqua, Aventri, ExactTarget and Madgex.
* Recruited and managed developers, testers, analysts, business analysts; contractors, permanent and off-shore.

**Professional Experience and Achievements**

**Development Manager Reed Business Information 2016-2018**

* 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.
* Defined, documented and implemented development workflow and Git branching. Increased stability and allowed deployments to go from monthly to weekly.
* Rapidly on-boarded three off-shore developers to the analytics platform development team. They were working on the platform within two weeks so enabling the team to meet a key delivery date. The project won the company-wide achievement award in 2017.
* Created technical design document for ETL project interpreting requirements in terms of a data model. 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. Released in conjunction with launch of new platform and provided uninterrupted access to events data.
* Managed development of data extracts and wrote supporting documentation for New Scientist during its divestment. Data was supplied on cut-over date and met all RBI’s legal commitments.

**Marketing Technology Manager Reed Business Information 2010-2010**

* Facilitated the set-up of infrastructure required for secure, third-party access to RBI environments. Required to enable third-part support and for off-shore development team.
* Created Jira project, migrated backlog, set up workflow, Kanban board and reports. This enabled the control of development workflow and gave stakeholders clearer view on progress.
* Designed and managed development of solution to integrate data warehouse into Qualtrics. 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.

**Database Developer Reed Business Information 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. By bringing the warehouse in-house, significant saving was 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 warehouse side.

**Freelancing 2010, 2017**

* Created Access databases for two private clients. Created backend database, front-end and deployed using drop-box.

**Business Information Manager Complinet 2004-2007**

* Managed Business Information team, responsible for the acquisition, maintenance and delivery of CRM data to the company and the data management of Salesforce.

**Travelling and working in New Zealand 2003-2004**

**Database Manager Sweet & Maxwell 2000-2003**

**Membership Administrator FMB 1998-2000**

**Education**

* BSc Psychology and Computing – Bournemouth University