**Joseph Steele-Perkins**

**Professional Summary**

Technology professional with 12 years’ 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 delivering features and capabilities that meet requirements, are on-time and are defect-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 | Resource planning and management |
| Jira administration | Git/GitLab | Release management |
| Software life-cycle | SAP Business Objects | Knowledge of DevOps principles |
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**Career Highlights**

* Led development of marketing data warehouse and data marts that served approximately 100 global users. The warehouse had integrations with circa 15 data sources including Salesforce, Eloqua, Aventri, ExactTarget, Qualtrics and Dun & Bradstreet.
* Fulfilled technical product management role, maintaining relationships with a variety of technical and business stakeholders at all levels of seniority.
* Hired and managed developers, testers, data analysts and business analysts (permanent and contractors). Set up and managed an off-shore development team.

**Professional Experience and Achievements**

**Professional Development 2019**

* Currently studying for a Microsoft Certification in Implementing a Data Warehouse with Microsoft SQL Server.
* Created a robust and optimised deployment solution for SQL databases based on the principles of continuous delivery and test-based development. Gained solid understanding of DevOps software development practices.

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

* Led GDPR compliance activities for the marketing data warehouse and data marts. The activities were completed in November 2018, ensuring the databases were in a legally compliant state.
* Defined, documented and implemented development workflow and Git branching strategy. This decreased the incidents of reworks and allowed deployments to go from monthly to weekly.
* Rapidly on-boarded three off-shore developers to a project development team. They were working in the team within two weeks, enabling a key delivery date to be met. The project won the company-wide achievement award in 2017.
* Created technical design documents for an 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 the launch of the new platform and ensured users had uninterrupted access to events data.
* Managed development of data extracts and wrote supporting documentation for New Scientist during its divestment. Data was supplied on the 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. This was required to enable third-party support and for the establishment of an off-shore development team.
* Created a Jira project and migrated backlog. Set up workflow, Kanban board and reports. This enabled workflow to be better managed and gave stakeholders a clear view of development items’ progress.
* Designed and managed development of a solution to integrate the data warehouse into Qualtrics. Enabled the implementation of continuous-NPS which increased the frequency of product feedback from 2 to 24 times in a year.
* Set up an off-shore development team based in India. This additional resource significantly increased the amount of development that could be delivered.

**Database Developer Reed Business Information 2007-2010**

* Led development of the data warehouse and data marts. Designed and developed robust ETL capabilities and an optimised, de-normalised reporting layer. Embedded business logic in the data transformation process. By bringing the warehouse in-house, significant saving was made and additional functionality was available for the first time (e.g. single-customer view.)
* Created a generic load facility for the data warehouse. This enabled a source to be rapidly integrated without development on the warehouse side.

**Freelancing 2010, 2017**

* Created Access databases for two private clients. Established requirements, designed and developed backend database and front-end forms. This enabled both clients to expand their businesses.

**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 Federation of Master Builders 1998-2000**

**Education**

* BSc Psychology and Computing – Bournemouth University, 2.1