Muhammad Ali Taseer
Sr. Project/Program Manager (Global Business Intelligence – Information Technology)

Austin, TX - Email me on Indeed: indeed.com/r/Muhammad-Ali-Taseer/20840f5c3e4256aa

Overall 14 years of IT experience under Sales, Marketing, Finance and Healthcare domains. During my last 5 years at HP, I have had the opportunity to build, support and deploy a number of BI platforms and solutions. Most of my work has focused on Sales and Marketing and Supply Chain reporting for WW Business Operations, Compensation process accuracy and improvement, Sales Process transformation, Mergers and acquisition etc. Recently Lead as Planner and Program Manager for Company Separation (HP to HP Inc. & HP Enterprise) Project. Through these projects, and in my work prior to joining HP, I have had exposure to Big Data best practices, including Data warehouse development, Data Profiling, Cleansing, Transforming, Modeling and Reporting. It is these end to end IT experiences that will help your organization build long-lasting and quickly scalable solutions.

Throughout my career, I have had the pleasure of forming partnerships with members of the business community as well. These partners have coached me on Sales, Marketing, Financial, planning, and supply chain functions across a wide range of product groups and regions. This broad exposure will also help your organization as we evaluate, deploy and support IT solutions for a diverse customer base.
Willing to relocate: Anywhere
Authorized to work in the US for any employer

WORK EXPERIENCE

Sr. Program/Project Manager
Hewlett-Packard Company   -   Austin, TX - March 2011 to Present

Project I – Legacy EDW transformation into Hadoop and new BI technologies (2 Releases)
Currently, Leading Enterprise data warehouse (EDW) transformation from old technologies into New Hadoop World. This include PIG, HIVE, SQOOP and HBase etc.
- Hewlett Packard Inc. partnering with Microsoft to exit its transition service agreements (TSA) by transforming all the portfolio streams like sales, Finance, supply etc. into new Hadoop world.
- My role is to lead Sales and Marketing domain where we have completed initial implementation of the 6 different source data using Sqoop and Flume with processing tools like Hive and Hbase.
- On reporting side – working with business closely on Power BI for reporting whereas PolyBase SQL Server 2016 is channel to access data stored in Hadoop
- Leading implementation for business intelligence, analytics, and supporting technologies
- Partner with cross-functional teams such as Product and Engineering to lead or contribute to large scale strategic projects as well as solve ongoing operational problems at scale
- Defines project scope, charter, goals and deliverables in support of business goals and works with senior leadership and stakeholders for approvals.
- Ensures that projects are completed on time and meet all business and system requirements. Conducts all project management tasks to ensure schedule, Design controls check, cost, and quality goals.

Project II – Company Separation project - Disposition for Legacy Sales assets for Company separation (10 Releases) - As a Project Manager, Leading the disposition for 14 different applications that transitioned under HP inc. or HP enterprise (Approx. $6m project)

- Complete application migrations that include Data Warehouse, Data Marts, ETL, Reporting Matrices, Cubes, Web Interface, Security, User access management, Master data changes, transactional data alignment and User migration etc.
- Planning, Budgeting, Resource alignment, Timing, Delivery, and Travel estimation etc.
- Source System modifications – Source system configuration changes, data transfer mechanism, additional data onboarding and data flow sojourn etc.
- Downstream modification– reporting structure, data flow changes, extracts migrations, user interfaces etc.
- Architectural modifications – New ETL, existing metadata changes, Security changes, active directory changes etc.

Project III - Integrate Acquired company's data into Enterprise data warehouse (4 Releases) - As Project Manager provided Integration and reporting capabilities to its networking acquisition ProCurve from Enterprise data warehouse. Retire current reporting assets of ProCurve to on-boarded 1300 new users to HP's home ground tools "Yotta".
• Created and communicated a project roadmap to audiences including C-Level executive sponsors and stakeholders by outlining the resources, timeline, cost analysis, scope, and risks required for a successful implementation.
• Work closely with architects, system engineers, DBAs and other technical staff on End to end delivery of the program.
• Create and execute project work plans and revises as appropriate to meet changing needs and requirements
• Identification of Project Stakeholders, their Roles and Responsibilities
• Completely onboarding of 4ODS's along with 1500 users all over globe

Project IV – Data on-boarded from source and provide Reportability to end users (4 Releases) – As a Project Manager completed 4 releases successfully. Onboard data from SalesForce.com to EDW and empowers Business users (sales managers, sales reps, and business analysts) with an end–to–end reporting solution. 9000 users from different regions all over globe move to new solution.

Project V - Providing additional Reportability to end users from OLAP Cube (2 releases) – As a Project Manager provided end–to–end reporting solution through OLAP Cube which eases the lower level to top level management reporting. Integrate data from various sources to formulate a compatible reporting solution through ProClarity (Microsoft) for both HP's Direct and Indirect businesses.

Project VI – Sales Process Transformation (6 releases) – As a Business Analyst worked in the project under Sales and marketing domain, to redesign overall sales processes from country region to a territory level. This requires a huge customer master and Product master changes which triggers switching from source systems to ETL to final reporting layer changes. Around 3000 users affected and moved to new solution.

There were several small efforts done simultaneously:
i. Process Re-Engineering: New process introduced to extract data and reducing the load on EDW for better performance
ii. Single handedly conducted several small projects like change requests, ETL changes or Reporting modifications etc.
iii. Part of Release management team for improving release processes.

Examples of Project Documentation includes: MS Project, Project Estimation, Project Budget and Resourcing planning, Requirements analysis Document, Gap and Map analysis, Source system analysis, Test Strategy, Security Analysis, Test cases & Test Lab setup, UAM profiles setup(Complete documentation), etc.

Project Manager / Sr. Business Analyst

EN POINTE TECHNOLOGIES Inc - Gardena, CA - February 2007 to February 2011

Gardena, CA (www.enpointe.com) FEB 2007 - FEB 2011
En Pointe is an experienced value-added reseller that provides its customers with complete technology solutions, including hardware products, software licenses, and Business Process Outsourcing (BPO) and I.T. services.

PM/ Sr. Business Analyst - (SAP Business Objects XIR2-XI3.1 Implementation)

Project - Commission And Payroll System - As a Sr. Business Analyst, developed Commission System business processes and software enhancements that enabled the client to calculate and recover full and partial previously paid upfront commission payments when customers and/or accounts dropped from service.
Achievements: 2 complete and successful SDLC implementations, after implementation sales increases to 30-40% in last 3 years and company grow from 450 employees to 1200, and SQL Server 2005 certification.
• As a Lead Business Analyst, I worked directly with C level executives and was constantly engaged in strategic planning, workshops, presentations, user trainings, budgeting, and management meetings. Provided direct assistance to my Project Manager and Sr Architects.
• Coordinated with General-ledger (GL Dept) for improvement of issues like cost-of-sales, profit-center-accounting, and Asset reconciliation etc.
• Extensively worked with finance department for BPC to meet bottom-up and top-down financial and operational planning requirements, as well as complete consolidation and reporting.
• Gained extensive experience while working on SAP Business Objects Planning and Consolidation (BPC) and Business Objects (BO) for improved agility, reduced cycle time, minimized business and compliance risk and increased user productivity.
• Worked with business owners and users to determine current and planned functionality and business processes (UML, Use Cases, and FS etc.).
• Unified Modeling Language (UML) activity diagram was used to represents the invocation of an operation in business processes.
• Acted as a resourceful liaison between business stakeholders and IT to ensure project goals and requirements are met.
• Worked with GL folks to work on BPC to unify and streamlines the planning, budgeting, and forecasting process and can enable a faster close.
• Flexibly performed reporting tasks based on data reconciled in real time.
• Coordinated with different development teams to integrated Modular Components into one complete solution
• Worked with QA and Integration Engineers to follow Standard procedures run by Configuration Management
• Followed Scrum methodologies for better understanding and resolve blocker during the project.
• Override Bonuses and targets calculation (Integrity Testing with other system to transmit data to payroll).
• Prepared, reviewed, evaluated, and controlled the financial results through liquidity and Ratio analysis.
• Prepared, evaluated, and monitored the operating and business plans, both annual and long term.
• Developed and prepared presentations to communicate meaningful analysis to senior management.

Project -Revenue Cycle Management - Medical Billing & Insurance - Revenue Cycle Management Solutions for Health and Insurance perspective are designed to meet all present standards of insurance and patient billing needs.
• Created Charge postings Documentations
• Unified Modeling Language (UML) activity diagram was used to represents the invocation of an operation in business processes (UML, Use Cases, FRD's etc.).
• Proposed Data transfer process from legacy system to new solution through ETL using XML format and SQL
• Prepared Interface Control documentation and general user interfaces (ICD & GUI)
• Paper and Electronic submissions functionality through ER relationship diagram.

• Documented primary and secondary billing and resubmissions details
• Payment postings from paper Explanation of Benefits (EOB) and also form Electronic Remittance advise (ERA) (Data Dictionaries)
• Worker compensation and No-fault billing and Patient Statement Cycling
• Prepared, evaluated, and monitored the operating and business plans
• Developed and prepared presentations to communicate meaningful analysis to senior management.
• UAT for smooth transitions. Streamlined reporting structures and thoroughly tested SOP's.
• Coordinated with different development teams to integrated Modular Components into one complete solution. Analysis of the data within Operational data store (ODS)

Project -Business Process Re-Engineering - SD Module Implementation
• Provided SDLC Methodology and project management and oversight for developing Sales module.
• Developed process definition from quote to cash
• Created Use case diagrams to explain the flow of events and how different systems interact with each other.
• Conducted workflow, process diagram and gap analysis to derive requirements for existing systems enhancements.
• SME (Subject Matter Expertise) to deliver the best result within limited resources.
• Analyzed massive and highly complex data sets, performing ad-hoc analysis and data manipulation.
• Wrote reports using Excel reporting system to extract data for analysis using filters based on the analysis.
• Created and Assigned Sales Organization to Company Code
• Maintained and Assigned Distribution Channel and Division to Sales Organization
• Assigned for Sales Organization- Distribution Channel- Plant and shipping point to plant
• Defined Common Divisions and Distribution Channels for Master Data Use
• Conducted and performed moderate financial analysis during projects
• Process modeling and User acceptance testing
• Streamlined reporting structures and thoroughly tested SOP's.

Senior Business Analyst

METRO CASH & CARRY - May 2005 to January 2007

http://www.metro.pk) MAY 2005 - JAN 2007
METRO Cash & Carry (Retail chain store) offers an exceptionally wide range of high-quality products under one roof. Depending on the size and type of wholesale center, the assortment includes up to 20,000 items in the food range and 30,000 items in the nonfood sector.
Senior Business Analyst - SQL Server 2005 and Business Object 6.5 Implementation
Semantic layer among business users and IT to ensure project goals and requirements should meet standards.
Responsible for analyzing finance and sales data
Achievements: Successful implementation of SQL Server 2005 and Business objects, Point of contact during the whole project
• Lead and facilitate management team engaged in strategic planning workshops and meetings.
• R&D for different tools and technologies, design and development on front end to get the data from the database and display it on the application.
• Coordinated developers, support, and sales staff on SQL Server database administration.
• Researched and interpreted the unusual expenses and other data.
• Verified accuracy of data presented in reports and participated in narrative explanations of results.
• Used Scrums for an iterative, incremental framework while working in agile software development environment.
• Documented self developed reports and universes as well as supported universe and reports.
• Created various reports using Business Objects functionalities like Sub-Queries, Slice and Dice, Drill Down, Functions, Cross Tab, Master Detail and Formula's.

- Created Complex reports using User defined functions like @prompt, variable, condition objects.
- Created complex reports with multiple data providers.
- Created Measure Objects and Inserted Prompts to various dimension objects at the Universe level.
- Migrated Data from Excel, Flat file, Oracle to MS SQL Server by using BCP and DTS/SSIS utility.
- Collaborated work style, cooperation and team support to meet project goals
- Create Process and Data flow diagrams for project.
- Flexibly performed reporting tasks based on data reconciled in real time
- Collected and analyzed financial data from various branches and remote sites.
- Designed data marts that were used as the source for analytic reporting.

Business Analyst

S3 TECHNOLOGIES Inc - December 2003 to April 2005

It's an innovative technology industry focused, business driven professional services firm. From Web design and development to custom applications and mobile technology solutions, talented people work intelligently to solve and manage client's needs.
Achievements: Liaison between end users and off shore development team, Best performer for the year 2004
Austin & Bridge Retail chain stores UK (AP & AR Module Up-gradation)
- Provide timely, consistent and accurate information on trades
- Deals with different market practices, accounting standards and time zones
- Liaison between company's offshore clients and development wing.
- Coordination between Marketing office, Canada, Sovereign Trade, UK and the development wing.
- Devised pricing strategies for different types of customers
- Control over core processes by maintaining global clearance and custody network.
- Used Business Process Reengineering (BPR) methods to improve existing systems and work flow.
- Generation and presentation of confidential sales and marketing reports
- Ensured a high level of support service to clients and customers

***Before that I worked as customer representative in Citi Bank and Fashion Treasure Departmental store in their Operations department for 2years. ***

EDUCATION

Masters in Business Administration in Finance
BAHRIA UNIVERSITY
2002 to 2003

Bachelors in Business Administration
BAHRIA UNIVERSITY
1999 to 2002

SKILLS

Project Management (9 years), Business Analysis (10+ years), Microsoft Office (10+ years), IT Program Management (3 years), Data Warehousing (9 years), Big Data Management (8 years), Scrum Master (3 years), Business Process Improvement (4 years), SDLC (10+ years), Data Analysis (8 years), Business Intelligence (6 years)

CERTIFICATIONS/LICENSES

MS SQL Server 2005, Microsoft (2009)
June 2009 to Present

Six Sigma Yellow Belt certified
April 2012 to Present

Project Management Professional (PMP) training at Hewlett Packard
July 2011 to Present

Certified Scrum Master
January 2016 to Present

ADDITIONAL INFORMATION

CORE COMPETENCIES
IT Program Management
Business Process Development
Data Warehousing
Server Migration and Re-Ip
Big Data Management
Business Intelligence
Integration Design & Support
Analytical Skills Data Modeling and ETL
Data Analysis & Migration
SDLCM
Quality Assurance

TECHNICAL SKILLS
• Tools: Informatica, Hadoop, Power BI, Microstrategy, Vertica, SAP R/3 (FI-CO (GL), SD, A/P, and A/R), Requisite Pro, MS Office Suite, MS Visio, MS Project, Caliber RM, DIAL, Yotta, HPSB and VMware. Expertise in MS EXCEL (Pivot, If Statements, Sub-totals, Macros, Vlookup, Ulookup, Hlookup, Conditions etc.), ALM, MS Cloud.
• Databases: Hadoop (other components PIG, HIVE, SQOOP etc.), NeoView, MS Access, Oracle 10g, 11g & 12g, MS SQL Server […]
• Methodologies: Agile, Scrum, JAD Session, Business and Data Modeling, BPIM (Business Process Improvement Methodologies), MIS (management Information system).
• Languages: C#, VB, SQL, PL/SQL development, .Net.
• Reporting tools: Monarch, Yotta, SSRS, SSIS, SAP Business Objects, Qlik View, Power BI and Crystal Reports.
• Quality Assurance: HPQC, Application Life cycle Management (ALM)

EDUCATION
• Master's in Business Administration from Bahria University, Pakistan (2002 – 2003)
• Bachelor's in Business Administration Bahria University, Pakistan (1999 – 2002)

CERTIFICATIONS AND TRAININGS
• MS SQL Server 2005, Microsoft (2009)
• Six Sigma preparation for certification
• Enterprise Resource Planning (ERP) workshop conducted by Siemens (2008)

- SAP R/3 version 7.0 training of Sales Distribution, Supply Chain Management and Financial Modules (2007)
- Project Management Professional (PMP) training at En Pointe Technologies (2009)
- Hadoop 2.0 Essentials Certified (2015)
- Hive Basic (2015)