

# RAMAKRISHNA NETI

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Work Authorization Status: U.S. Citizen

## Professional Summary

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Rama is a senior Data Engineering and Analytics professional with over twenty years of experience spanning consulting, business development, technical program management, delivery and operations across industry domains that includes Banking and Finance, Life Sciences, Healthcare, Insurance and Consumer Goods.

Provided technology leadership in Data Management and Analytics and has also participated and assisted in formulating vision, consulting, business development plans and strategies.

Led large, enterprise-wide transformational programs, operations, managed budgets, recruited and managed large high performing, geographically dispersed teams of data engineers including vendors. Experience with offshore development centers.

High energy, strategic thinking, results oriented, collaborative management style, servant leadership with a sense of humor.

## Skills

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- Strategic Leadership, Program, People and Budget Management and Communications
  - Business Development, Pre-Sales Consulting
  - Data Management and Governance
  - Data Integration - ETL/ELT (Informatica PowerCenter, PowerExchange, EDC Data Quality, Data Governance, MDM/ PIM, EDC, Axon), Alteryx
  - BI (MicroStrategy, BO, Cognos, MS BI, Oracle BI)
  - Databases: Oracle, MS SQL Server, Teradata
  - Data Visualization (Tableau 2.0, Power BI)
  - Cloud Data warehouse/ SAAS and IPAAS solutions: Cloud Migration, data platform modernization, AWS EC2, S3, Redshift, Glue, Athena, Snowflake (**certified**), Azure Data Engineering (Azure Data Factory, Synapse, Databricks, CI/CD - **certified**)
  - ERP (Oracle Financials, PeopleSoft HR and Financials, SAP and Infor)
  - Data Science, AI/ML - Python, Jupyter Notebooks, AWS SageMaker, Pandas, Scikit-learn, NLP, Deep Learning - Keras, R, Statistical Inference, GitHub
  - Familiarity with Marketing Mix (MMM) and Attribution modeling
  - Syndicated data platforms (Nielsen, D&B, IMS)
  - HIPAA, GDPR, and PCI-DSS regulations
  - ERP - Oracle, PeopleSoft
  - Technical Program/Project Management: MS Project, JIRA, ServiceNow, Confluence, Scaled Agile Framework
  - MS Office - Word, Visio, Excel, PowerPoint
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## Work History

### Southern Glazer's Wines and Spirits – Dallas, TX

01/2018 to Current

#### Director - Data Management & Analytics

Southern Glazer's Wines and Spirits is the world's pre-eminent distributor of beverage alcohol, logistics and data insights company. Managed the following multimillion dollar transformational Data Analytics project portfolio.

- *ONESource*, an Enterprise Data Analytics platform hosted on AWS EC2 Cloud comprising of Informatica 10.4 PowerCenter, PowerExchange ETL tools, Informatica Product Information Management (PIM)/Digital Asset Management (DAM), Data Lake on Cloudera CDH and Reporting Data Marts on AWS Redshift, Business Objects Reports, Tableau and Power BI Dashboards and APIs for use by commercial sales and operations planning, supply chain, Revenue Management, Enterprise Digital Transformation and eCommerce platforms as well suppliers.
- '*SG Proof*' digital enterprise/ eCommerce platform implementation using SFDC, SFMC, SAP Hybris - **helped drive eCommerce revenues of \$1.2B YTD during the pandemic.**
- Integration of data across Southern and Glazer's post-merger and provide one version of the truth for reporting, analytics, and other applications. This includes retirement of legacy EDW and SAP HANA platforms after migration to OneSource Cloud EDW platform; rationalization and consolidation of BI tools and data marts and enablement Self-Service BI capabilities via standardized reports and dashboards using Tableau and SAP BO.
- Leveraged syndicated data from Nielsen such as TDLinx, a curated and cleansed database of all licensed beverage alcohol accounts in the USA, Alcoholic Beverage Industry Trends etc.
- Establishment of Data Quality and Data Governance processes (Enterprise Data Council, Data Operating Model) with the implementation Informatica Data Quality (IDQ), Enterprise Data Catalog (EDC) and Business Glossary (Axon)
- Predictive Analytics projects (using AI/ML techniques): Partnered closely with stakeholders from various lines of business, data scientists, and other cross functional teams to drive requirements, identification of use cases, define milestones and success metrics, and build scalable, secure, reliable, and efficient solutions in alignment to enterprise strategies/priorities around Data and AI/ML, defining technology (AWS SageMaker Machine Learning Studio) and tools, and standing up the Data Science Sandbox. Some of the use cases are (i) Product Demand Forecasting (ii) Sales Visit Optimization (iii) Customer Digital Profile Segmentation Modeling and Personalization to power marketing, ad operations and notification in eCommerce for marketing / ads etc., gathering sessions for the identification and implementation use cases, model integration, MVP deployment.
- Led a proof-of-concept project for evaluating Snowflake and Azure Databricks for the enterprise data warehouse modernization.
- Lights-on support, operations and maintenance of Cloud EDW platform, batch and real-time workloads, capacity planning, AWS Cloud billing and cost management, version upgrades of Informatica, Linux, Hadoop, and Redshift, ensure application availability and uptime SLA of 99.9%. Used ServiceNow for Change Control and Production Support tickets.
- Manage a team of 25 geographically dispersed data engineers by leading, coaching, and training them to encourage their development and ensure the execution of their performance goals throughout the year.

**Southwest Airlines (Mastech Digital Inc.) Dallas, TX**  
**Senior Managing Consultant – Data Strategy**

05/2017 to 12/2017

Lead the proof-of-value and innovation projects to support the enablement of the company's Strategic Capabilities by managing the Agile Airline Platform program that would offer new ways of managing data across Southwest organization to better align with industry trends and needs. It would support Southwest Airline's data-driven transformation by integrating cross-domain airline data and storing it in a central hub in near real-time and used to orchestrate actions based on data and event correlation. The platform would seek to enable Customer Centricity, Operational Agility, and Data Science.

**American Express – Fort Lauderdale, FL**

**Technical Program Manager - Global Risk Technology**

07/2015 to 05/2017

- Managed Global Credit & Fraud Risk platforms and use case projects using Big Data (MAPR Hadoop distribution projects such as Hive, HBase, Oozie, Spark etc.), APIs, ML Algorithms by working closely with cross-functional teams: business (product owners), compliance, technology (architects and engineers) and infrastructure. Also responsible for portfolio (\$5M) management functions including financial forecasts and resource management. Lead Scrum teams and worked closely with the product owners to translate epics, stories, and other items on the sprint list into actionable tasks for developers.
- Lead the migration of a central and global risk data engine from mainframes to Hadoop Big Data Platform. The engine provides a complete view of the customer relationship by enabling daily review of customer for roll-ups, assessment, and decisioning. The product is used by the Decision Sciences team for performing risk modeling. This product provides financial risk variables that are shared across the enterprise for (i) Authorization (ii) Credit Servicing (iii) Credit Bureau reporting (iv) New Accounts & Underwriting (v) Marketing (vi) Risk Management and (vii) Collections. Worked with Enterprise Data Governance team for its approvals while creating new data assets. **This resulted in driving up transaction numbers and lifting revenue.**
- Managed 'Card member Income Information Capture' project: Capturing card member annual income (includes compensation from a number of sources – salaries, wages and bonuses received from employment; dividends and distributions received from investments, rental receipts from real estate investments etc.) and consolidating across multiple systems both in batch and real-time, perform income arbitration, apply privacy/opt-out settings at affiliate bank level to provide up to date Income information for Card members. This data is used by other use cases such as Debt Capacity and Dynamic Eligibility.
- Managed implementation of Machine Learning use cases such as 'Declining fraud transactions at the point of sale' while enabling more legitimate spend and delivering more positive customer experience using Gradient Boosting Machine Learning capability.
- Got exposure to financial crimes systems including KYC, Sanctions, AML, Transaction Monitoring, and compliance.

**Perficient Inc. - Dallas, TX**

01/2015 to 07/2015

**Director – Healthcare Data Management, Plano, TX**

- Led the creation Healthcare Analytics Gateway accelerator to help healthcare customers like DaVita compress long lead-times to load data from various sources such as EMR, EPIC, Cerner, AllScripts etc. into their Healthcare Provider Data Model and subsequently into high-value analytic use cases by leveraging pre-built IBM DataStage templates for populating a rich set of subject areas within the data model. This solution was also ported to Informatica.

- Managed HCP MDM project using Informatica MDM Hub for BCBS MA.

## **Mastercard Inc. (Wipro Technologies) – St. Louis, MO**

01/2014 to 12/2014

### **Director - Analytics & Information Management**

Provided Data Analytics advisory services. Lead the following roadmap initiatives:

- Big Data Proof of Concept projects such as 'Clearance' Data Lake using Cloudera Distribution as well as Production Implementation and Support.
- Driving strategic reference architectures for the Enterprise Architecture team for enabling new business capabilities including BI Health Assessment/Roadmap that involved Tool Evaluation and Rationalization POC involving SSRS, OBIEE, QlikView and Web Focus tools; Microsoft Power BI Dashboard POC
- Master Data Management (MDM) solution for the Party Domain (Credit and Debit Card Issuers, their Accounts, and affiliations) using Informatica MDM Hub Console for Match and Merge using Match Rules, Trust Settings, and Validation Rules. Establishing data governance and stewardship processes and operationalizing MDM.
- Informatica Data Integration Hub POC
- Lights-on support of Data warehouse environments on Oracle Exadata and Netezza platforms
- Managing alliance partnerships with Microsoft, Oracle etc.

## **Cognizant Technology Solutions – Hyderabad, India**

01/2009 to 01/2014

### **Assoc. Director - Analytics & Information Management Practice**

Set up offshore development centers for major Banking & Financial, Pharma, Healthcare, Insurance, and Logistics clients. Led the following BI & Analytics engagements.

- **Wells Fargo Bank:** Managed a \$5M 'Customer Profitability NextGen Platform' program for the Wholesale Banking division, by building data warehouse and BI layer using DataStage 8.1, OBIEE 11g, Oracle 11g, J2EE technologies.
- **Wells Fargo Bank:** BI Report rationalization/consolidation involving migration of Actuate, SAS and Java technologies to SQL Server Reporting Services 2008.
- **Major Life Insurance client:** CFO Dashboard (consisting of Sales, Headcount, OPEX, CAPEX, P&L, Margins, Zone-wise performance etc.) and Ready Reckoner reports using Cognos BI tools.
- **Global Investment and Technology Development firm:** Enterprise Data warehouse implementation for supporting multiple lines of business and analytical functions including risk and compliance.
- **Novartis Pharma:** Led the 'Succeed and Lifeline BI Assessment' for providing an integrated / consolidated reporting solution for business users on SUCCEED BI Data, identify, and address pain areas in the system through existing BI tools in Novartis reporting landscape.
- **WellPoint Inc.** Managed programs pertaining to *EDWard* (centralized, near-real-time enterprise data warehouse). This is one of the largest data warehouses (housing nearly **100TB** of data) in the health insurance industry covering 35 million active insured lives was built by integrating multiple sources of data into a single enterprise-wide data model on Teradata and promoting standardized platforms, tools, and definitions.

## **Cognizant Technology Solutions – Teaneck, NJ**

11/2006 to 12/2008

### **Senior Manager - Analytics & Information Management Practice**

Managed the following multimillion dollar Data Analytics programs for major Pharma and Insurance clients.

- **Novartis Pharma:** (1) Enterprise Sales and Marketing Data Warehouse, BI & Analytics (2) Business Intelligence Competency Center (BICC) (3) 'Aggregate Spend' regulatory compliance reporting solution

using Cognos and Oracle (4) Construction of Commercial Data Warehouse using Oracle, MicroStrategy, SAS and IBM WebSphere DataStage (5) Informatica (Siperian) MDM solution implementation.

- **Pfizer Pharma:** Upgrade of Development Information Factory (DIF) data warehouse platform from Informatica 6.2.2 to 8.1.1. DIF is the reference source for several master data subject areas as part of their Global Research & Development
- **Farmers Insurance:** Enterprise-wide CRM & Analytics implementation (\$10M) for Farmers Insurance (with various product lines such as Auto, Home, Life, Small business and Commercial) using Siebel and Oracle BI (OBIEE 10.1.3.3). This included defining the data integration strategy involving disparate sources of data from various group companies, data modeling, KPI definitions and their governance, ETL and report/dashboard design and development.

#### **BI Lead - KPMG LLP, Big Four Accounting – Montvale, NJ**

04/2000 to 10/2006

- Lead Enterprise-wide BI solutions for Tax, Audit and Assurance groups within KPMG using Informatica, Oracle, SQL Server, MicroStrategy and Microsoft BI (SSIS and SSRS).
- Assisted in the implementation of Engagement Reporting (ER), a financial decision support system on Oracle Data Warehouse for supporting over 12,000 standard report users such as Partners, Engagement Managers etc. and over 400 power users using Informatica PowerCenter 7.x, Oracle PL/SQL, MicroStrategy and Business Objects.

#### **Education/Certifications**

- **MBA:** Operations Management from **Indira Gandhi National Open University** - New Delhi, India
- **Bachelor of Science:** Engineering (Electronics & Communication) from **University of Mysore**, India
- **Microsoft Certified: Azure Data Engineer Associate** – 10/2023
- **Snowflake SnowPro Core Certification** – 05/2023
- **Practical Data Science with Amazon SageMaker** - 09/2021
- **Advanced Leadership Program** @ Southern Glaziers Wines and Spirits - 10/2020
- **AI & ML Blackbelt Certification through Analytics Vidhya** – 10/2021



Courses: (i) AI and ML for Business Leaders (ii) Applied Machine Learning (iii) Computer Vision using Deep Learning 2.0 (iv) Natural Language Processing (NLP) Using Python (v) Retail Demand Prediction using Machine Learning (vi) Structured Thinking and Communication for Data Science (vii) Tableau 2.0 Visualization (viii) **Capstone Project:** Sentiment Analysis of social media comments from patients using drugs of a large pharma company

- **Certified SAFe (Scaled Agile Framework) Agilist** – 05/2017
- **Data Science Certification** from **Johns Hopkins Bloomberg School of Public Health** – 09/2016
- Courses: (i) R Programming (ii) Exploratory Data Analysis and Reproducible Research (iii) Statistical Inference (vii) Regression Models and (iv) Capstone project on Text Mining using Natural Language Processing (NLP)
- **Certified Scrum Master** from **Scrum Alliance**
- **PMP Project Management Professional** from **Project Management Institute**