Chris Warnham

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Professional Summary

I am an Enterprise Data Management specialist with twenty years expertise in large data management and global data warehousing projects.

Work Experience

Manager Data and Analytics

Schellman & Co-Tampa, FL

February 2022 to Present

Manage all of Schellman's data platforms including all the operational and warehouse platforms. Manage a team of data engineers.

Implementation of a Data Warehouse using Snowflake technology, along with building data pipelines in Workato and Zapier. Built the migration of in house CRM to

Hubspot. Constructed a CDP for marketing data using Segment.

Designed the data architecture to modernize the data platforms into a cloud based solution using Azure. Moved on premise applications to cloud solutions and built the pipelines to integrate them them. Integrations between Quickbase, Workday,

Hubspot and custom built applications.

Managed the BI team to develop data visualizations in Domo.

Senior Manager II

Walmart SamsClub – Bentonville Marketing/CRM/OMP

February 2020 to September 2021

As part of the Samsclub acquisition of Triad I led a team to transition the technology between the two companies. This involved building the target architecture within an Azure Cloud through converting data and on premise applications to a SaaS and a PaaS architecture.

Identify new information processing capabilities and mange existing capabilities to ensure a smooth transition. Especially in the area of data management.

Establish usage patterns for data assets and align the capabilities of these assets to identified needs,

Support the modeling of data and processes through alignment to a technology roadmap used for funding and development. Build data pipelines using Python into a

Synapse database to provide Machine learning insights.

Work with infrastructure and analytical teams to develop and implement strategies aligned to business objectives.

Communicate across all levels of the business.

Sr Director, Data Architecture

Triad Retail Media - Tampa Advertising

August 2013 to February 2020

Build the data architecture strategy for Triad by establishing a logical data repository that holds advertising and marketing data sourced from 1st, 2nd and 3rd party data providers. Work with business team to define data architecture. Lead an

IT team to build core data platform on Hadoop and RDBMS. Led the team to purchase and install Hadoop. Managed multiple projects and people to implement data architecture that is flexible.

Integrated Triad's systems with several cloud based advertising analytics platforms. This required coordination of both technology and how these are integrated with legacy platforms. Implemented an enhanced data architecture that meets the needs of the functional business areas by defining metadata for both relational and dimensional models.

Developed a data governance framework, identifying roles and responsibilities for technology and business teams. Especially processes governing the identification, collection and use of data. Create a corporate relational model that is being used as a component to build out the future data architecture.

Facilitate the successful use of technology but implementing a Hadoop framework that was appropriate to the data volume and processing requirements. Contributor to the Tampa Bay Hadoop User group.

Led the development and created a roadmap for data enterprise across the organization.

Accountable for the data architecture design and review process, including planning and resource management;, reviewing deliverable and communicating to management.

Data Architect, Enterprise Architecture Group

Catalina - St Petersburg Marketing

September 2011 to August 2013

Data Warehouse architect for world's largest retail data warehouse (several 30tb databases). Architected options for enhancing Catalina's data architecture for the data warehouse and associated data marts. Implemented master data management, metadata management, data quality and profiling. Provided guidance and leadership on delivery methodologies for EDW Netezza projects, Hadoop, and data streaming, such as technical requirements and design patterns. Led effort to standardize data modeling and domain standards. Developed and implemented an MDM strategy across the enterprise along with implementation of Informatica. Design the architecture to support data domains through SOA and integration of Salesforce and Geofencing applications.

Data Architect, Warehouse and Business Solutions

FIS Global - St Petersburg Financial Services

March 2008 to September 2011

Primarily responsible for the functional management of the bank payment processing data warehouse activities including management of the Data Warehouse team, requirements gathering, logical and physical design and implementation.

Provide data architecture solutions within the Card Payment Solutions division to ensure business objectives are met by ensuring priorities are understood, with clear definitions for report delivery, data mining, customer service and reporting standards.

My responsibilities for this role are:

1. Evaluate, plan, coordinate and administer all functions in support of the

BI/DW database environments including modeling, metadata definitions, structures, and performance optimization/turning. Integrating disparate systems into the warehouse from multiple platforms: DB2, Oracle(Exadata), SQl/Server using

Informatica and DataStage for presentation in multiple BI tools (Hyperion, OBIEE,

Business Objects).

2. Lead development team to provide warehouse services to the payment processing business. Team consists of ETL developers, and DBAs. Responsible for delivery of all Enterprise Data Warehouse ETL solutions.

3. Formulate and monitor policies, procedures and standards related to the management and usage of the enterprise warehouse environments (SDLC). Ensure compliance with corporate data management processes & policies, including enforcing a common architectural framework and design patterns across the BI/DW implementations/environment.

4. Collaborate with the business units and other IT teams in delivering robust, high quality and effective BI/DW solutions. Responsible for the development of conceptual, logical and physical data models.

5. Ensure delivery against the architectural framework and ensure the framework is consistently implemented. Ensure SLAs are met for BI services and standard reporting and work with other teams to facilitate multi-system integration and data migration. Integration of multiple business lines into a single warehouse

(credit, Debit and Check).

6. Manage team of ETl, DBA and Data Architects to ensure business requirements are met.

7. Provide coaching and mentoring to business users, team members and other IT staff on BI/DW database design and data management best practices, techniques, standards and approaches (Oracle, SQL/Server)

Team Lead Enterprise Data Solutions

Newedge (formerly Fimat)-Chicago, IL

June 2004 to March 2008

Managed the global data administration team consisting of BI Analysts, Data

Administrators and Data Architects. Provide strategic direction to the team as well as ensuring all milestones are met.

The role required coordination with teams in London, Chicago and Hong Kong responsible for the business's corporate data architecture, especially in the areas of reference data and the data warehousing. Subject areas included in the warehouse were:

• Sales & trading

• Accounts

• Product

• Marketing and Sales

• Trading Platform Integration

Additional responsibilities include the managing the relationship between the data management group and develop teams to ensure\installation, tuning and monitoring of the Production environment is controlled.

Implemented standards and policies around the database environment (Business

Objects, OLAP SQL/Server, Oracle), vendor relationships, ITIL and SDLC processes.

Senior Data Architect

Asset Management Royal Bank of Scotland

October 2002 to June 2004

Investment/Retail Banking

Project Manager Jul

2001 - Oct 2002

Responsible for the data migration of Natwest bank's retail account business to the Royal Bank of Scotland.

Tesco, Herts

Retail

Project Leader

July 2000 - June 2001

Led Systems team effort to design and build a repository of products available in each of Tescos's stores. Responsible for the data analysis of Tesco's system, the data administrator of a cluster of SQL/Servers, and a Teradata platform forming a datawarehouse used to establish customer purchasing patterns.

Retail Banking Project Leader

NatWest Bank-London, OH

January 1998 to June 2000

Managed the development/implementation and support of a customer database used to drive the marketing and Call Center systems.

Education

Bachelors

OPEN University, London

Skills

- Lead the development of and integration of data across the organization.
- Strategic Roadmaps to align Data Architecture with Business and IT Architecture
- Enterprise Architecture and Data Modeling
- Implement and lead Architecture Governance processes
- Master Data Management, Data Cleansing, Data Governance and Data Migration strategies
- Budget and resource planning
- Integration and best practices for identification and extraction from source systems.
- Presenting architectural leverage and working cross functionally with BI and Data Science teams. Influencing the organization and decisions across the enterprise related to data.