Aaron Back

#BeardedAnalyst | VP, Principal Analyst @ Acceleration Economy Network | Podcaster
Franklin

Summary

I currently collaborate with an awesome team to empower individuals and organizations with the information they need to make crucial decisions. From podcasts, to news desk interviews, to insightful analysis, I look to equip you with the information you need to drive your decisions.

Love listening to podcasts wherever you go? Then check out my "Back @ IT" podcast and listen wherever you get your podcasts delivered: https://back-at-it.transistor.fm/

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Experience

JUUBIX
Mentor
January 2022 - Present (3 months)

Acceleration Economy
1 year 3 months

VP, Principal / Founding Analyst
January 2022 - Present (3 months)

Podcast Host
January 2021 - Present (1 year 3 months)

With many CIOs, CFOs, and other business technology professionals faced with mounting pressures to define the business, process, or customer value around technology and cloud investments, this podcast will help put things into context, break down tough issues, and have listeners walking away with actionable insights.

Back @ IT is not scripted nor is it staged, instead it is a free-flow conversation about the thoughts, the ideas, the technology, and the people that are a part of or enable companies to compete in this acceleration economy.

Senior / Founding Analyst
July 2021 - December 2021 (6 months)

Dynamic Communities
1 year 5 months

VP, Principal Analyst
January 2022 - Present (3 months)
United States

Senior Analyst
November 2020 - December 2021 (1 year 2 months)

We're living in the acceleration economy. We all want what we want, when we want it. This is why we focus on the stuff that makes that happen like the Cloud, Low Code/No Code Applications, AI/ML, Automation and examine what all that means through our events, website, newsletters, podcasts and more. And it doesn't stop there. We add in heart, follow through, hard work and some pretty cool ideas to make it all awesome. Oh, and we're pretty darn good at it too, if we do say so ourselves :-).

| DIFFERENT IDEAS
| BUZZ WORDS ARE BANNED
| SMARTER SWEAT
| NO PITCHING
| A WHOLE LOTTA LOVE

Microsoft
Microsoft Awarded Most Valuable Professional
November 2019 - Present (2 years 5 months)

Microsoft Most Valuable Professionals, or MVPs, are technology experts who passionately share their knowledge with the community. They are always on the "bleeding edge" and have an unstoppable urge to get their hands on new, exciting technologies

User Group for Dynamics 365 & CRM (D365UG/CRMUG)
8 years

Chapter Leader - Cincinnati, OH
June 2013 - May 2021 (8 years)
Cincinnati, OH

Assist with the coordination of Chapter meetings, procurement of SMEs (Subject Matter Experts), presenters, speakers, hosts, and partner sponsors.

Network with individuals and/or companies to promote involvement with and the joining of the CRMUG Ohio Valley Chapter.

Advisory Board Member
January 2017 - November 2020 (3 years 11 months)

Advise in the CRMUG direction, upcoming events, magazine content, topics for webinars, etc.

Help create strong impact and tangible results to benefit of CRMUG members by being the "eyes and ears" of the community.

Advise in the direction for planning and preparing for a successful annual CRMUG Summit conference. Including direction on session topics and presenters.

ACE Microtechnology, Inc.
Sr. Microsoft Dynamics 365 Consultant
May 2017 - November 2020 (3 years 7 months)

Power BI User Group (PBIUG)
3 years 11 months

Advisory Board Member
January 2017 - November 2020 (3 years 11 months)

Advise in the PBIUG direction, upcoming events, magazine content, topics for webinars, membership, member management, volunteer development, and strategic relationships..

Speak at PBIUG Conferences and Webinar events.

Help create strong impact and tangible results to benefit of PBIUG members.

Advise in the direction for planning and preparing for a successful annual PBIUG Summit conference. Including direction on session topics and presenters.

Power BI Liaison
January 2017 - November 2020 (3 years 11 months)

> Represent PBIUG at the meetings.

> Give feedback and ideas that will help build a leadership program for the Microsoft PUGs (Power BI User Groups).
> Network with Microsoft Contacts and keep PBIUG up to date on Power BI insider news.
> Play an active role in the Microsoft PUG Early Adopters group.

CareSource
2 years

IT Team Lead
August 2016 - May 2017 (10 months)
Dayton, Ohio

- Enterprise Architecture Councilman – The council evaluates technology solutions and business standards to ensure they are in alignment with the architectural vision and principles of the company.

- Execute tactical components to achieve deliverables set by department manager, to include but not limited to components of projects from design through implementation

- Perform supervision and support of IT team members

- Supervise, mentor and coach staff, and ensure appropriate staff training

- Prioritize team activities based upon IT leadership priorities and bandwidth

- Represent IT in project/business meetings and engagements

- Lead projects from inception/design through implementation, providing technical guidance, training and work direction

- Improve solution functionality and efficiency with added business value

- Collaborate closely with other business areas to optimize the use of systems and applications

- Collaborate with the department manager to systematically evaluate currently deployed services; develop and manage plans to optimize delivery and support mechanism

- Apply creative thinking in problem solving and identifying opportunities for improvement

- Provide subject matter expertise for technical guidance, training and direction

- Provide direction, lead and review of work products and daily tasks for quality

- Provide feedback on deliverables to staff on a timely basis

- Assist department manager to leverage staff to develop new programs and systems in relation to assigned responsibilities

- Microsoft Dynamics Enterprise management and administration (https://www.microsoft.com/en-us/dynamics/default.aspx)

- Leverage the Agile methodology for software development life cycle (SDLC)

- Acting SCRUM Master for Microsoft Dynamics CRM team

- Socialcast Administration (http://socialcast.com/)

- Socialcast Customer Council

Senior Application Specialist
June 2015 - August 2016 (1 year 3 months)
Dayton, Ohio

- Enterprise Architecture Councilman – The council evaluates technology solutions and business standards to ensure they are in alignment with the architectural vision and principles of the company.

- Manage and provide guidance to junior and mid-level software developers and research assistants

- Mentoring other developers, analysts, and designers in conceptualizing and developing new software programs and applications.

- Mentoring and helping architect system design through coordination with the business and IT including researching, designing, documenting, and modifying software specification throughout the product life-cycle

- Broker connections, conversations, and meetings between various inside teams or between outside and inside teams.

- Assist upper management with resource and release planning

- Assist and contribute to the Architectural Council with technical knowledge regarding emerging technologies to help drive strategy; and on all software solutions designed or purchased.

- Conduct research on emerging application development software products, languages, and standards in support of procurement and development efforts.

- Define architecture and design for enterprise applications

- Lead projects from a development standpoint and coordinate activities with the developer teams as needed

- Assist PM/SQA and other groups coordinate developers and projects to completion

- Recommend, schedule, and perform software improvements and upgrades

- Perform technical code reviews of peers to ensure proper coding methodology is being adhered to

- Microsoft Dynamics Enterprise management and administration (https://www.microsoft.com/en-us/dynamics/default.aspx)

- Leverage the Agile methodology for software development life cycle (SDLC)

- Acting SCRUM Master for Microsoft Dynamics CRM team

- Socialcast Administration (http://socialcast.com/)

- Socialcast Customer Council

Dynamics GP User Group (GPUG)
3 years 2 months
Chairman of the Board

December 2014 - January 2017 (2 years 2 months)

Leadership in the GPUG direction, upcoming events, magazine content, topics for webinars, etc. Represent GPUG through public speaking and meetings with Microsoft. Communication of strategy.

Help create strong impact and tangible results to benefit of GPUG members.

Advise in the direction for planning and preparing for a successful annual GPUG Summit conference. Including direction on session topics and presenters.

Advisory Board Member
December 2013 - December 2014 (1 year 1 month)

Advise in the GPUG direction, upcoming events, magazine content, topics for webinars, etc.

Help create strong impact and tangible results to benefit of GPUG members.

Advise in the direction for planning and preparing for a successful annual GPUG Summit conference. Including direction on session topics and presenters.

Dynamics GP User Group (GPUG) Ohio Chapter
Chairman
May 2013 - January 2017 (3 years 9 months)
Ohio

Assist with the coordination of Chapter meetings, procurement of SMEs (Subject Matter Experts), presenters, speakers, hosts, and partner sponsors.

Network with individuals and/or companies to promote involvement with and the joining of the GPUG Ohio Chapter.

The Gorilla Glue Company
Information Technology Systems Administrator
July 2013 - June 2015 (2 years)
Cincinnati, OH

IT support staff Manager.

Assist with setting IT performance standards.

Assist with maintaining IT budget.

Evaluate new system specifications and provide recommendations.

Evaluate new vendors and maintain vendor relationships.

Manage strategic IT projects.

Manage IT equipment deployment.

Project Manager and Administrator of Dynamics GP and Dynamics CRM.

SQL Server Reporting Service (SSRS) report development through SQL Server Management Studio (SSMS) and Visual Studio Report Builder (BIDS).

Strategize with IT Manager on forward looking initiative for business applications.

Develop ideas for future use of applications and how they will work within the company environment.

AtriCure, Inc.
System Administrator
February 2011 - July 2013 (2 years 6 months)
West Chester, OH

Administration of Dynamics GP and Dynamics CRM.

SQL Server Reporting Service (SSRS) report development through SQL Server Management Studio (SSMS) and Visual Studio Report Builder (BIDS).

Develop KPIs based on Dynamics GP data. The KPIs are then displayed throughout the company.

Strategize with IT Manager on forward looking initiative for business applications.

Develop ideas for future use of applications and how they will work within the company environment.

Set up Office 365 accessibility with our European Team.

Planes Companies
10 years 8 months

Database Analyst
August 2008 - February 2011 (2 years 7 months)
West Chester, OH

• Data integrity and data preparation

• Development and maintenance of reports utilizing Microsoft SQL Server Management Studio, Microsoft Visual Studio, Microsoft Reporting Services

• Administer and maintain company:

- Microsoft Dynamics CRM System

- Microsoft Dynamics GP System

- Intranet system

- Concur online expense system

• Develop online end-user surveys and / or forms for customers to submit information / feedback. Data is stored in a SQL database for retrieval through Report Services.
• Develop and maintain website(s) for company with sub-website for each division / department.
• Assist in the evaluation and selection of appropriate software/hardware solutions.
• Monitor systems in order to optimize performance and to initiate recovery action after system failures.
• Provide training in various areas including but not limited to systems use and access.

I.S. Marketing Specialist - Project Manager
July 2000 - August 2008 (8 years 2 months)
West Chester, OH

Coordination and management of web-based projects such as the company websites and branding.
Development of Sales reports and marketing materials.
Coordination of Sales, company-related events.
Implementation of CRM system with the Sales team, which included, deployment, training, and administration.

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Education

CareSource University
Leadership Essentials: Building Your Influence as a Leader · (2016 - 2016)

CRM University
Microsoft Dynamics CRM · (2016 - 2016)

CareSource University
Navigating Change · (2016 - 2016)

CareSource University
Myers-Briggs Training · (2016 - 2016)

edX
The Science of Everyday Thinking · (2016 - 2016)