**RESUME**

**Project and program manager** with 12 years of experience on information systems’ planning, development, support and administration for multifunctional and complex initiatives. Leadership of local and virtual teams in the implementation of business and technology related solutions. Constant search of productivity and quality improvement through creative solutions and team work. Cooperative attitude, optimistic, organized and proactive

*Education*

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| **Degree** | Instituto Tecnológico y de Estudios Superiores de Monterrey – Campus Toluca  Ingeniería en Sistemas Computacionales 1997 |

**PROFESSIONAL RESUME**

#### Abilities

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| **Profile (strength areas)** | * Project Management  Customer RelationshipConflict Management  * Decision Making * Resource Management |

*Professional Experience*

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| **SAS Institute** | **Position**: Project Manager  **<2010 – Current>**  **Functions**:  Project Management, operation, support, management of change, risk management and documentation. Participation on proposal generation, work orders and invoicing. Collaboration with Sales and Pre-sales areas on the development of new opportunities for the company. Leadership of different groups with diverse profiles (Analytics, Miners, Architects, etc.). Direct and close relationship with the client.  **Projects:**  **Data Quality (July 2012 - Current).**  Objective:Cleaning and standardization of client information, duplicate clients’ identification, possible duplicates, unique, as well as driver client  Responsibilities: Provide support to the assigned PM on activities planning, status reports, interaction with the client, and follow up to the project plan. Create new work orders to include new features on the solution delivered and to reduce the execution times of the solution.  **Cross Sell (Oct 2012 – Current)**  Objective: Provide input data for Cross Sell  Responsibilities: Requirements and existing processes analysis, planning and creation of the project plan to migrate current processes to DI, as well as project plan for the BAU. Resource management (SAS and client resources).  **CRM and DM’s Datamarts operation (Feb 2012 – Current).**  Objective: Manage the operation of CRM and DM Datamart (Banamex)  Responsibilities: My role in the project is to plan the process execution, manage resource tasks, understand new requirements, plan development through ETLs, manage tasks, and include new processes in the monthly executions. Coordinate with internal teams to solve problems of SW, HW, disk space, performance, etc.. to ensure proper performance.  **Performance Management (June 2011 to present).**  Objective: To measure the performance of campaigns in the area of ​​CRM (Banamex)  Responsibilities: Project Planning and Management of information integration using ETLs, reporting using cubes and WRS and weekly operation of these processes.  **Dashboards (October 2012 - February 2013).**  Objective: Statistics and Dashboards creation to deliver the results of the quality’s measure from the clients’ demographic information for each client to be contacted  Responsibilities: Starting Project plan creation, activities follow up, new activities planning  **Client’s Datamart (August 2010 – February 2012).**  Objective: Creating Customer Datamart to cleanse, standardize, enrich and concentrate information needed for decision making in the areas of Customer Strategy, Risk and Decision Management (Banamex)  Responsibilities: Planning and project management in order to create the Customer Datamart solving the different needs of users. This project led to new requirements that are managed and administered as small projects and allowed to integrate existing processes and functionalities that resides and were created out of SAS tools into the Datamart using DI.  **CRM and DM’s Datamarts operation (Feb 2012 – Current).**  Objective: Manage the operation of CRM and DM Datamart (Banamex)  Responsibilities: My role in the project is to plan the processes execution, manage resource tasks, get the new requirements, plan development through ETLs, manage tasks, and included in the monthly process. Coordinate with internal teams to solve problems of SW, HW, disk space, performance, etc.. to ensure proper performance.  **Data model and pilot campaign (August 2010 to February 2011).** Objective: Creating the data model and pilot campaign for the area of ​​Strategic Relationship to revive the use of MA and leave the stage for campaign management. (Liverpool) Responsibilities: Planning and project management in order to generate a logical data model that would concentrate the information needed to create campaigns using DI and the generation of a pilot campaign to show the Marketing Automation tool functionality.  **Management Platform (January 2011 to March 2012).** Objective: To understand the situation of the platform installed in the Bank, solve problems, performance tuning, create improvement strategies to train the user in the proper administration of the platform (Banamex) Responsibilities: Situation analysis platform, generating new strategies to correct issues and improve performance, management of the implementation of some of these strategies. |

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| **Hewlett Packard** | **Position:** Project Manager  **<2003 – 2009>**  **Functions:**  Business analysis, set up of project objectives in conjunction with the client. Management of all project phases including project plan, resource management, operation support, management of change, risk management and documentation. Report generation, communication and distribution to stake holders, management and steering committee. Drive and guide relationship with the client. Leadership of different work groups, knowledge transfer and user training.  **Projects:**  Project manager of multiple interfaces and applications migrations at World Wide level to specific Data Centers allowing taking advantage or newest infrastructure and technologies, improving performance, reducing support costs, centralizing information and improving data quality.  Optimize the development and implementation project’s times up to 50% using data and experience from previous and similar projects, as well as reduce the number of issues around 60% in comparison to previous implementations.  Took Projects that were already on execution, with resources issues (lack of experience and knowledge) and timeline issues (up to 2 months of delay) and, thru a new resource planning and tasks re-assignation, delivered them on the original time line, eliminating the delay, and with a successful implementation with a minimal or no issues after the go live.  Project manager for new implementations, bug fixes and deep support of the Latinamerica Resellers’ HP portal. I was able to correct the portal’s performance, reducing the display time of the pages from 60 to 8 seconds, recovering the users and clients trust, and allowing the portal to be used as the standard solution and main entrance for the resellers’ applications of the region. The number of issues or doubts reported in reference to the portal was also reduced in 70%.  Worked in programs to implement and unify the reseller’s portals at WW level, developing a strong infrastructure that allows scalability and integration of new portals in an easy and fast way.  Manage different multidisciplinary local teams as well as worldwide virtual teams, mainly in America, Asia, Europe and Oceania. |
| **Softtek Tecnología en Información** | **Position: Project Manager**  **<1997 – 2003>**  **Functions:**  Requirements and business needs definition. Solution proposals, plan and work as PM on all project phases, project plan creation and management, resource management, operation & support, management of change, risk management and documentation. Reports generation, communication and distribution to stake holders, management and steering committee. Drive and guide relationship with the client. Leadership of different work groups (designers, developers, testers, support, etc). Knowledge transfer and user training  **Projects:**  Work with different clients on information systems implementations for their companies.  Develop the reseller’s portal for Hewlett-Packard. Thru the development, I was promoted from module lead to Project Manager.  Perform successful negotiations regarding changes that affect more than one region  Represent Latin America region in WW technical meetings in order to define Regional requirements and functionalities for HP.  Coordinate global/remote teams during complex America’s projects.  Planning and coordination of different outsourcing teams.  Develop and manage the credit system’s workflow for SMB for Bancomer and design and implement the same system on the new software version (Eastman Software). Manage a very close relation with the client on the scope definition, decision making, operation feedback and new functionality requirements.  Provide consulting for the credit system’s workflow for SMB for Bital, finding issues and failures and improving the tool utilization. |

**PROFESSIONAL TRAINING AND CERTIFICATIONS**

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| SAS Institute | **SAS Training**   * Global PSD Methodology * Risk Management * Escalation Project Business Process * Orientación al Cliente |
| Others | * Project Planning * Risk management * Project management for IT projects * Quality Management * Schedule and control management * Management leadership and communication * Effective communication with internal groups * Data privacy |

**TECHNICAL ABILITIES**

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| **Programming languages** | **Years of experience** | **Basic** | **Intermediate** | **Advanced** |
| Lotus Notes | 2 |  | X |  |
| Eastman Software Workflow | 1 |  | X |  |
| Imaging Professional | 1 |  | X |  |
| Unix | 1 |  | X |  |
| C | 1 |  |  | X |
| Pega View Ace (Workflow) | 1 | X |  |  |
| Tuxedo | 1 | X |  |  |
| SQL | 3 |  |  | X |
| Broadvision | 4 |  |  | X |
| Javascript | 4 |  | X |  |
| HTML | 4 |  | X |  |

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| **Solutions** | **Years of experience** | **Basic** | **Intermediate** | **Advanced** |
| SAS Delivery Portal | 1 | X |  |  |
| SAS Web Report Studio | 1 | X |  |  |
| SAS Web OLAP Viewer | 0 |  |  |  |
| SAS Data Integration | 1 | X |  |  |
| SAS OLAP Cube Studio | 1 | X |  |  |
| SAS Enterprise Guide | 2 | X |  |  |
| SAS Add-In for MS-Office | 0 |  |  |  |
| SAS Marketing Automation | 1 | X |  |  |
| SAS IML | 0 |  |  |  |
| SAS ABM | 0 |  |  |  |
| Unix | 0 |  |  |  |

**LANGUAGES**

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| **Language** | **Reading** | **Writing** | **Speaking** |
| Spanish | 100% | 100% | 100% |
| English | 90% | 90% | 90% |