Mr. Geni Gomez, engineer-economist, MBA

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## SUMMARY HIGHLIGHTS

Highly experienced and successful, mortgage information management professional ready to lead in complex, challenging situations. Focusing on the business problems of the organization, I thrive in translating them into positively governed, measure-oriented strategies and analytical-technical solutions in a continual improvement culture.

* 15+ years of progressive technical & management experience leading high-performing, cross-functional teams, including offshore teams.
* 15+ years of financial services/mortgage industry data management and reporting experience, including business process analysis, data analysis, advanced analytics, compliance and regulatory reporting.
* 15+ years of architecture and modeling experience, including enterprise-level, end-to-end data integration, data modeling, data quality management, data movement, data governance, business intelligence, data lifecycle management, database design, master data management, and metadata management.
* Highly technical with hands on expertise along with MicroStrategy Certified Engineer (MCE), Developer (MCE), Platform Administrator (CPA), Document Developer (CDD), Report Developer (CRD), and Project Designer (CPD)
* Demonstrated ability to accomplish demanding goals in matrix, multi-cultural organizations.
* Skill in building strategic working partnerships with a variety of stakeholders and allied organizations.
* Awarded U.S. Patent No. 7,729,961 and 8,515,863.

## EXPERIENCE

**RoundPoint Mortgage Servicing Corp., Charlotte, NC & Palm Beach, FL, *Jun 2018–Mar 2019***

**Vice President, Data Management**

As the head of a 20+ people Data and Reporting Services practice, expand the company’s use of data as a strategic enabler of corporate goals and objectives for both Originations and Servicing business lines.

* Mature and modernize RoundPoint’s Data Management:

- create a data governance and stewardship practice, incl. policies, standards and guidelines

- create a data architecture and modeling practice

- create a data quality practice

- create an Analytics Center of Excellent for advanced, self-service BI and analytics

* Provide data development services following an agile project management methodology (JIRA) on the following platforms: Databases: SQL Server; ETL: SQL Server Integration Services (SSIS); Reporting: SQL Server Reporting Services (SSRS) and MicroStrategy; Financial Planning and Analysis: Hyperion Essbase; OS: Windows; Cloud: Azure
* Ensure overnight data integration processes, including data warehousing and extracts.
* Modernization strategy:

- replace old infrastructure with Azure IaaS and PaaS

- shift ETL from SSIS on Azure IaaS to Data DevOps on Azure PaaS

- shift reporting from SSRS to MicroStrategy governed self-service

- foster single, reusable data structures and self-service analytics

- aim for predictive analytics and augmented intelligence services

- support the collaborative development of a well-governed enterprise data service bus

- have all the above supported by sound data governance and architecture practices

**BankUnited N.A., Miami Lakes, FL, *Oct 2017–Jun 2018***

**Vice President, Enterprise Data Governance and Architecture**

Responsible for implementing and leading data governance initiatives and a team of data architects.

* Assess maturity level based on CMMI’s Data Management Maturity Model.
* Assess, manage and maintain business rules oriented around master data management initiative.
* Establish and chair the Analytics Center of Excellence.
* Collaborate with Business Line data stewards to advance and optimize the design (erwin Data Modeler) and adoption of enterprise data marts.
* Institute and facilitate governance on enterprise business and technical metadata and data quality routines and frameworks (Informatica Metadata, erwin Web Portal).
* Develop and maintain necessary processes, controls and procedures to ensure data accuracy and business functionality, and comply with data governance, privacy and security policies.
* Consult with business partners to identify and define business requirements and translate needs into complex report designs and analysis recommendations.
* Leverage data visualization tools (Tableau, Oracle BI) to explore data, uncover new insights, create executive dashboards, and build tools for business partners to create self-service reporting, allowing for relevant customization and personalization.

**Ocwen Financial Corporation, West Palm Beach, FL, *2014–Aug 2017***

**Business Intelligence Transformation Director dba Enterprise Data and BI Architect,** *2015– Aug 2017*

**Regulatory Compliance Reporting Director,** *2014–2015*

* Reporting to the CIO, build the Ocwen BI Solutions department, a transformative niche practice of 25+ geographically dispersed people, both onshore and offshore, which borrows from across Data Management, PMO, Delivery Services, Infrastructure, Support, and Reporting practices in order to help the organization achieve the conditions required to capture the value of BI. The methodology can be subdivided into two phases: the technical preconditions phase, which is about asset creation; and the value capture phase, which is about process engineering and change management. The latter encompasses all of the process engineering and change management activities required to integrate BI applications into management and operational processes that drive increased revenues, reduced costs, or both.
* Devised and executed the Ocwen BI strategy and lead multi-year program to implement it via two key initiatives: governed, federated, self-service Business Intelligence & Analytics; and GRC Control BI Framework. The latter allows for automation of controls pertaining the “Three Lines of Defense” risk management framework, including compliance, risk, audit, SOX and QC.
* Architected, set up and developed POC for MicroStrategy reporting from Hadoop Cloudera via Impala connection.
* Architected, set up and developed POC for MicroStrategy deployment on AWS, including test runs on Redshift and RDS, using the PostgreSQL driver already installed on the MSTR instance, and exploring AWS database migration service.
* Devised and implemented algorithm to assess the incidence of borrower correspondence issues that drew regulatory and investor concerns, including the US Treasury, the CFPB, the New York Department of Financial Services, and the National Mortgage Settlement. An independent Fannie Mae review qualified the approach as “well thought out and disciplined”, and the underlying methodology as “sound”.
* Founded and co-chaired the Ocwen Quality Assurance Advisory Board.

**AARP, Washington, DC,** *2013–2014*  
**Lead Data Modeler and MicroStrategy Architect/Developer dba Consultant**

* Using ER/Studio Architect designed the conceptual, logical & physical models (entity-relationship DW in MS SQL Server 2008 and dimensional data mart in Netezza 6.x) for the Integrated Provider View BI project.
* Performed Data Model walkthroughs and enhancements, change management and production release.
* Designed project and schema objects in MicroStrategy Architect, like attributes, hierarchies, facts and transformations.
* Designed and developed advanced MicroStrategy reports and dynamic dashboards.
* Developed plans for data integration and master data management. Co-coordinated with ETL for proper integration and correctness of the data, using tools like ER/Studio Architect 9.1 and Informatica PowerCenter 9.5 to do mappings, workflows, change data capture, SCD-2 and data quality control.

**E\*TRADE Financial Corporation, Arlington, VA,** *2013–2013*

**Enterprise DW Architect and Modeler dba Senior Manager,** **Credit Risk Operations**

* Led a team of credit risk analysts to manage Loan and Credit Operations data from 40+ Servicers in support of E\*TRADE’s $11+B mortgage Portfolio Risk Mitigation program initiatives, like servicing transfers, data governance and compliance.
* Led design, development, implementation and governance of i) servicer and mortgage loan data warehouse to ensure timeliness, accuracy, integrity, and auditability; and ii) operational performance data, to perform daily/monthly delinquency and default oversight at the servicer and loan level; and to inform the Loan Loss Reserve (ALLL) and the credit loss charge-off processes. Tools used: ERwin, SAS Enterprise Guide, Oracle 11g PL/SQL, VBA, MS Access

**AARP, Washington, DC,** *2012–2013*

**Senior Data Architect and Modeler dba Consultant**

* Created Enterprise Subject Area Model, Business Conceptual Model, and Logical Data Models with clear MDM artifacts (dictionary, definitions, data types and valid values etc.) including **data governance** best practices to mitigate incongruent and redundant data quality.
* Inventoried current state of data technology assets, like Databases, Interface Technologies, Reporting Technologies, Application Systems, End User Computing, and Information Security.
* Performed study of business processes, current application systems, architectures any other assets that are related to interfaces (Ex: Point-to-Point, System Interfaces, Application Interfaces and End User Computing Systems etc.)
* Performed multi-hop Data Lineage analysis (source and target for each data element including any transformations).
* Designed project and schema objects in MicroStrategy Architect, like attributes, hierarchies, facts and transformations.
* Designed and developed advanced MicroStrategy reports and dynamic dashboards.
* Developed plans for data integration and master data management. Co-coordinated with ETL for proper integration and correctness of the data, using tools like ER/Studio Architect 9.1 and Informatica PowerCenter 9.5 to do mappings, workflows, change data capture, SCD-2 and data quality control.

**FREDDIE MAC Federal Home Loan Mortgage Corporation, McLean, VA,** *2004–2012*

**Enterprise BI Architect and Modeler dba Controller Director, Single-Family CFO,** *2011–2012*

* Focused on credit loss mitigation, default management, **data governance**, business intelligence, analytics and compliance.
* Directed the architectural work stream to extend the MicroStrategy-based Single-Family Credit Data Mart with credit loss and relevant financial data for default management, compliance and regulatory reporting, following SDLC/Agile methodologies.
* Directed the **end-to-end business requirements gathering project** to rework the ETL process from the corporate data warehouse to BI datamart. Provided implementation-ready requirements in IBM DataStage-ready format using SAS Proc SQL and a metadata-driven methodology, in accordance with data governance best practices.
* Identified **enterprise** **data governance** gaps, performed Root Cause Analysis, and crafted a strategic, corrective actions roadmap for their resolution.
* Participated in joint sessions with MicroStrategy and Paraccel to improve the BI infrastructure performance.

**Financial Reporting Director, Portfolio Management Finance, Single-Family CFO,** *2010–2011*

* Led a team of financial and data analysts in support of company’s default asset management business, the Servicer Performance Profile, and the FHFA-directed Servicing Alignment Initiative (monetary incentives and penalties).
* Architected, developed, implemented and managed SAS applications to produce monthly loan inventory roll-forward reports, and to measure the cost of carrying non-performing loans by loss mitigation stage and loan attributes.
* Worked cooperatively across constituent groups to design and deliver monthly/quarterly performance reports using MicroStrategy, and presentations for the Servicing Operating Committee, the Board of Directors and the regulators.

**Model Applications Management Director, Enterprise Information & Strategy,** *2008–2010*

* Directed the strategy, design, development and implementation of a patent-winning time-variant, metadata-driven enterprise BI platform for information quality reporting, data mining, vintage analysis, and rules-based business decision modeling, using a business model-driven master data management (MDM) approach, and cross-integrating DB2, Sybase, Oracle and Microsoft SQL Server databases using SAS data steps and procedures, DataFlux Expression Language and MicroStrategy, and assisted by entity-relationship and dimensional data modeling tools like Embarcadero ER/Studio Architect.
* This **enterprise-level data governance** effort allowed Freddie Mac to measure completeness, validity and accuracy of seller-delivered data for flow and bulk loans, as well as for critical financial data elements. FHFA feedback: “Their well thought-out, systematic and deliberate approach to this project has resulted in more progress on this issue - I think I can say without exaggeration - in the last year than we have seen in all the previous years combined.”
* Worked in **consortium with the MIT Information Quality Program** to streamline the methodology of the Freddie Mac Data Quality Program. Coauthored paper presented at the MIT 2009 Industry Symposium. FHFA feedback: “The whole data quality effort has been one of the few bright spots during a difficult period at Freddie Mac.”
* Directed analysis on the impact of low accuracy of special characteristic codes on delivery fees, showing an expected lift of 0.2% to 3.1% of actual delivery fee revenue. FHFA feedback: “What a truly exceptional study. There are […] precious few [studies] that actually go on to quantify the estimated cost of data errors.”
* Worked with the Industry Standard Data and Contract Management (Rules/**MISMO**) organization to foster data quality checks as far upstream as possible in their effort to centralize all Delivery Fee engines into a single, flexible, rules-based platform (Pricing Manager Application-PMA).

**Business Projects Director, Housing Analysis and Research Department,** *2006–2008*

* Using SAS and MicroStrategy, developed a subsidy reporting system, a probability model and a housing-goal optimization application to analyze and decide which loans to purchase. This led to the conception and fruition of the biggest deals ever in Single-Family Sourcing, of $15B-$20B with Bank of America in 2007.
* Using SAS and DataFlux, developed a delivery fee emulator as a time-variant, rules-based application to estimate compliance (incidence and impact) of credit and pricing policies with classes protected by the Fair Lending Laws.
* Using SAS and MicroStrategy, implemented a major model to track and forecast Freddie Mac’s goal performance. Wrote model implementation and input data validation documentation, as required by ERO (Enterprise Risk Oversight).

**Corporate Strategic Analyst Senior, Office of the Chairman,** *2004–2006*

* Using SAS and DataFlux, developed a breakthrough HMDA analysis tool used by Corporate Strategy, Mission and Single-Family Sourcing to evaluate historical trends, perform borrower, lender & goal analysis by varied attributes, identify opportunities, design offering strategies, etc. Tool was awarded U.S. Patent No. 7,729,961.
* Managed, enhanced and utilized databases, statistical applications, and financial models to support corporate strategic issue resolution and decision-making. Resources: HMDA, Bloomberg, SAS, SQL, VBA, MicroStrategy.
* Worked with divisional analysts to ensure quality and consistency of strategic analysis and process across the organization. Member of Freddie Mac’s Strategic Research Council.

**WPS Energy Resources / McKinsey and Co., Washington, DC**

**Quantitative Associate, Corporate Finance,** *2004*

**ERNST & YOUNG Advisory Ltd.**, **Budapest, Hungary**

**Advisor, Corporate Finance / Technology & Security Risks Services***, 2003*

**LOWE Lintas & Partners Brazil Advertising Ltd.**, **Sao Paulo, Brazil**

***Manager, Internet Projects****, 2000–2001*

***Supervisor, Dotcom Accounts****, 2000*

**MINERALIMPEX Hungarian Oil and Gas Trading Co. Ltd., Budapest, Hungary**

***Manager, Economic and Market Research****, 1995–2000*

***Sr. Analyst, Economic and Market Research,*** *1993–1995*

***Trader, Oil and Gas,*** *1992–1993*

## UNIVERSITY EDUCATION

**Georgetown University, McDonough School of Business, Washington, DC, USA**

***MBA,*** *Finance and Marketing*

**Sao Paulo School of Business and Information Technology, Sao Paulo, Brazil**

***System Analysis Postgraduate Program,*** *Project Management*

**Budapest University of Economic Sciences, Budapest, Hungary**

***MS Economics, Foreign Trade and Forecasting****, “Cum Laude”*

**University of HAVANA, Chemistry Department, Havana, Cuba**

***BS Chemistry****, “Summa cum Laude”*

**University of Veszprém, Oil and Coal Technology Institute, Veszprém, Hungary**

***BS Chemical Engineering****, “Summa cum Laude”–COMECON Scholar*

## SOFTWARE AND PROGRAMMING LANGUAGES

MS Office, MS Project, MS Visio, MS Access, MS SQL Server, MicroStrategy, Advanced SQL, T- SQL, PL/SQL, SAS (Windows and Unix), DB2, Oracle, Netezza, Informatica PowerCenter, ERwin, Embarcadero ER/Studio, Embarcadero RapidSQL, Aginity, Beyond Compare, TextPad, VBA, HTML, JavaScript

## PROFESSIONAL EDUCATION AND CERTIFICATION

* Tuck School of Business at Dartmouth: Leadership and Strategic Execution, 2012
* MicroStrategy Certified Engineer (MCE), Developer (MCE), Platform Administrator (CPA), Document Developer (CDD), Report Developer (CRD), and Project Designer (CPD), McLean, VA, USA 2010
* SAS Macro Programming, Rockville, MD, USA 2005
* Internal Auditor Certificate (ISO 9002), IQA IRCA, Siófok, Hungary, 1999