

Jorge Chereque

Principal Architect / Database Engineering

Glendale, CA - Email me on Indeed: [indeed.com/r/Jorge-Chereque/aa5329d6dc18592b](https://www.indeed.com/r/Jorge-Chereque/aa5329d6dc18592b)

Authorized to work in the US for any employer

WORK EXPERIENCE

Principal Architect / Database Engineering

TICKETMASTER - Hollywood, CA - 2016 to 2017

Provided expertise in Compliance and Governance across Database Engineering department. Served in Data Warehouse advisory role to other teams. Managed team responsible for administrating Oracle, SQL Server, MySQL, and Teradata databases, under 24x7 support.

- Supervised a group of Database Engineers/DBAs. Released code changes across our EDW environment (Teradata). Managed DW ecosystem.
- Deployed and tested MySQL instances into AWS RDS.
- Provided second-tier support. Identified, and corrected SQL performance issues. Executed root-cause analysis leading into advice to correct performance deficiencies.

Director of Data Warehouse / Database Services

SAP D - 2012 to 2016

Managed Data Warehouse ecosystem which generated information used to identify market penetration and new business opportunities. Led DBA team responsible for administrating SAP / Oracle, SQL Server, MySQL, and Teradata databases, under 24x7 support (US & UK users).

- Provided SQL advice to BI community, and engineering advice to ETL team. Improved performance of complex SQL reporting and Ad-Hoc queries.
- Installed, and managed SAP D/R system on AWS EC2 by using Oracle Data Guard, meeting contractual requirements to control client payments (Corporate responsibility).
- Oversaw group of Database Engineers that deployed code changes several times a week. Rapid deployment was required, and proper testing was executed on the Development systems prior to being available on Production.
- Reduced operational cost by assuming responsibility of Teradata's DBA offshore team, saving company over \$200k per year.
- Developed, and enforced auditing controls related to SOX, and PCI regulations, ensuring credit card data was stored safely, and tightly guarded, with access to data closely monitored. Successfully passed yearly SOX, and PCI audits.

Director of Infrastructure / Business Systems

- 2007 to 2012

Controlled budget for Data Warehouse, and Financial systems. Provided strategy, and plan to acquire HW/SW to serve customer community. Collaborated with customers on new application developments. Managed DBA team responsible for SAP / Oracle, and SQL Server databases, and team of Systems Administrators in charge of servers, storage, and networking, under 24x7 support (US & UK users).

- Enhanced the CRM dimensional schema as new data sources were available. Additional data sources lead to growing our customer base to 150M+.

- Provided hands-on support to the Data Warehouse community (ETL programmers, BI power users, and Ad-Hoc power users).
- Constructed Business Intelligence Infrastructure (Cognos, Business Objects). Guided and educated Reporting group on best practices to query our DW environment. Enhanced performance of DW by adding materialized views and aggregate tables to improve daily sale reports presented to upper management.
- Created an additional schema in the Campaign Management system. This task incorporated data in the front page of our Ticketmaster.com site (Hot right now area). It pulled most commonly visited events, and refreshed several times a day. Created a simple ETL that loads data once a day.
- Designed, implemented and managed an improved platform for our CRM database. Utilized a three-node Oracle RAC system running in Noarchivelog mode, loading data once daily.

Business Systems Manager

- 2005 to 2007

Created and led team to support SAP application across all landscapes (Sandbox, Dev, QA, Pre-PROD, PROD), under 24x7 support. Support DW initiatives.

- Engineered Infrastructure to support newly created SAP system, enabling critical system to serve as payment conduit to over 5000 clients. Our team was responsible for HW, OS, and Application.
- Gathered DW business requirements, built logical models, and physical models into a Dimensional schema (Facts and Dimensions). Familiar with Slowly Changing Dimensions, and Change Data Capture processes.

Senior Database Engineer

- 1998 to 2005

Designed, developed, and deployed CRM Data Warehouse solution (Dimensional model). Provided planning and forecast of database-related storage. Managed team of programmers and database administrators.

- Developed 1st-generation data feed system, providing purchasing-related information to internal and external customers.
- Designated to build in-house CRM system, designing 1st system to gather purchaser-related information across all corporate data entry points, and creating building block to Campaign Management system, which sent 50+ million alerts per week to current and prospective purchasers (estimated 1 - 3% increase in overall sales).

Programmer Analyst

UNIVERSITY OF SOUTHERN CALIFORNIA - Los Angeles, CA - 1998 to 2005

Senior Computer Operator

Database Engineer

CITYSEARCH - Pasadena, CA - 1996 to 1998

Developed clickstream Data Warehouse solution (Dimensional model), providing 1st exposure of Data Warehousing at company level. This was a Startup company that eventually merged with Ticketmaster.

EDUCATION

Master of Science in Computer Engineering

University of Southern California - Los Angeles, CA

Bachelor of Science in (BS), Computer and Information Science

The Ohio State University - Columbus, OH

SKILLS

Business Intelligence (9 years), Database (10+ years), Oracle (10+ years), SAP (10+ years), SQL (10+ years)

LINKS

<http://www.linkedin.com/in/jorgechereque>

ADDITIONAL INFORMATION

Skills

IT Infrastructure design (8+ years), Team Management (20+ years), SAP ERP (20+ years), Oracle (20+ years), MySQL (3+ years), Teradata (3+ years), Dimensional Modeling (7+ years), AWS (2 years), Vendor Relations (5+ years), Disaster and Recovery (15+ years), PCI & SOX Compliance (10+ years), Business Continuity (10+ years), Business Intelligence (5+ years), Information Technology Infrastructure Library (10 years), Data Warehousing (20+ years), SQL (20+ years), Shell scripting (20+ years), Big Data (<1 year), Logical and Physical Design 7+ years), ETL design (3+ years), Systems and Database performance (15+ years), Perl (5+ years).

Professional Development & Methodology Experience

Database Design - Teradata

- Waterfall Development
- Database Performance - Oracle
- Dimensional Modeling - Kimball Group
- Management Development Program - Ticketmaster
- Big Data Specialization - Coursera and UCSD, progress (exposed to MapReduce, PySpark, Jypiter)