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| **EXECUTIVE SUMMARY**  Rocky is a highly effective Senior IBM Optim Solution Architect who meets challenges head-on and creates positive change. He is a creative and detail oriented professional with a record of success in data architecture, data archiving, test data management, extract transform load (ETL) development, data modeling, data analysis, data profiling and master data management (MDM). He is a strong leader with a solid technical foundation and a reputation for developing teams, and leading them to achieve outstanding results in fast-paced, dynamic environments. He has 8 years of IBM OPTIM development and technical implementation expertise. He is one of 12 Senior Architects in the world to have developed and architected the IBM Optim product across every ERP packaged solution from its foundation. He led the North American ERP Data Archiving and Governance Division for IBM the past 5 years. He also has 8 years of both technical and functional PeopleSoft development, specializing in Human Capital Management and Business Intelligent application reporting. Rocky’s 18 years of data management includes Client Relations, Project Status Reports, Product Testing, Software Development, Test Methods Development, Data Quality, Project Management, Employee Coaching/Training Data Analysis, Strategic Planning, Product Development, Process Design, Software Customization, Staffing, Design Verification, Dimensional Modeling, ER Modeling and Metadata Management.  **OPTIM PROJECT HISTORY**   |  |  |  | | --- | --- | --- | | **Sr. IBM Optim Solution Architect** | Medicare y Mucho Más  *Puerto Rico* |  | | **Sr. IBM Optim Solution Architect & MDM Consultant** | Medical Card System  *Puerto Rico* |  | | **Sr. IBM Optim Solution Architect** | eCare4 Inc.  *Houston, TX* |  | | **Sr. IBM Optim Solution Architect** | Loblaws  *Toronto, Canada* |  | | **Master Data Management/Data Quality/ETL Architect** | Chevron |  |   **EDUCATION & PROFESSIONAL DEVELOPMENT**     |  |  |  | | --- | --- | --- | | **Education** | BS, Psychology & Pre-Med; Summa Cum Laude  *Washington State University; Pullman, WA* | 1992 – 1996 | |  | Graduate Certificate in English History  *Cambridge University; England* | 1996 | | **Continuing Ed** | IBM z/Software Top Gun Sales Certification | 10/12 | |  | Power Messaging for Sales | 01/07 | |  | Project Management Certificate | 04/00 | |  | Communicating for Effective Results | 01/00 | |  | Conflict Resolution Management | 01/00 | |  | I/S Professional Development Certificate | 12/99 | | **CORE COMPETENCIES**  **Software**  MS Office, MS Project, PeopleSoft 7.0- 9.0, Informatica, Cognos, IBM OPTIM  **Languages**  SAS, SQL, SQR, PeopleCode  **Databases**  ORACLE, DB2, SQL Server  **OS**  Windows  **Platforms**  PC, IBM Mainframe, UNIX |

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| **WORK EXPERIENCE**  **Medicare y Mucho Más**  *Sr. IBM Optim Solution Architect*   * Worked with Medicare y Mucho Más to migrate claims business to NASCO platform enabling additional functionality, strengthened partnerships and significant administrative savings. * Designed Common Information Model (CIM) using IBM InfoSphere Data Architect data modeling tool * Designed Logical Data Model (LDM) using IBM InfoSphere Data Architect data modeling tool * Designed Physical Data Model (PDM) using IBM InfoSphere Data Architect data modeling tool and ORACLE * Implemented IBM Optim for Data Archiving, across 10 databases * Used ADRM architecture for Insurance industry best practices * Created the data mapping from legacy Claims system to ADRM * Created data dictionary * Mentored junior level teammates   **Medical Card System**  *Sr. IBM Optim Solution Architect & MDM Consultant*   * Work with client stakeholders to convert unstructured data into structured data. * Designed data structures to include dimensions (entities) and attributes for unstructured data * Designed the Data Migration solution using SSIS 2008 * Implemented IBM Optim for Test Data Management and Data Privacy * Advanced knowledge of Master Data Services (MDS) * Used MDS to provide a location, platform and process for creating an authoritative source of data * Provided a master data hub for central management of entities and hierarchies * Provided flexible and extensible business rules to ensure the quality of data in the master data hub * Provided a detailed handling of data versioning at both the entity and hierarchy levels in MDS * Created mapping specifications of data from source, (PPDM) and (Excel Spreadsheets) to target, Master * Data Services (MDS) * Developed and executed SSIS 2008 packages to perform data migration solution from PPDM and Excel * source to MDS target * Created "subscription views" and “derived hierarchies” of the data created in MDS for the Taxonomy * Service * Solid written, verbal communication and presentation skills, showed confidence presenting to different audiences, from team members to colleagues to senior management as well as customers. * Trained Business Analyst on the functionality of MDS * Put together and presented a sales presentation to sale work for the MDM practice * Documented business requirements using functional and technical designs   **eCare4 Inc.**  *Sr. IBM Optim Solution Architect*   * Worked with client stakeholders to design logical and physical data model and build a data warehouse. * Thorough understanding of DWH concepts and strong Data Modeling fundamentals. * Implemented IBM Optim for platform migration and data model transformations into DWH * Designed logical data model and physical data model using Visio and MySQL * Strong Functional Knowledge of Manufacturing Domain. * Possessed capability to understand existing data models and thereby understand the business model. * Provided solutions for integrating and developing new data models by understanding customer's business. * Skilled at cross-functional influence, translating between business owners and technical teams and showed confidence in customer interactions. * Solid written, verbal communication and presentation skills, demonstrating confidence presenting to different audiences, from team members to colleagues to senior management as well as customers. * Worked with OLTP and OLAP systems * Interacted with Customers independently. * Developed the ETL conversion process between the Daycare source systems and the eCare4 Data Mart using SQL Server Integration Services (SSIS). * Co-ordinate between onsite and offshore teams.   **Loblaws**  *Sr. IBM Optim Solution Architect*   * Worked with client stakeholders to ensure data quality and data definitions in preparation of architecting data models and enterprise wide database decommissioning. Expert in data modeling, identifying and troubleshooting miscorrelated data. * Developed methodologies and best practices for the data architecture approach using the Kimball Methodologies * Responsible for gaining an understanding of current technical environment, reviewing and analyzing new * Data Warehouse (DW) initiatives, architecting new DW environment, perform extensive physical and logical data modeling and drive and lead DW development into production. * Turned application requirements into data model specifications. * Implemented IBM Optim for decommissioning 20+ Great Plains applications on SQL Server. * Reviewed design documents to understand where data model structures can address requirements. * Designed logical data model and physical data model using system architect. * Instrumental in staffing, and scheduled data modeling activities. * Worked with the key business/technical representatives, data owners, end users and application designers to model project requirements. * Reviewed, updated and validated data model with key business/technical representatives and end users. * Worked with OLTP and OLAP systems * Defined and create required metadata. * Provided input on any build decisions to the reporting team, the data conversions team and the application integration team.   **Chevron**  *Master Data Management/Data Quality/ETL Architect*   * Developed, designed and managed the MDM strategy. Developed test procedures to verify, validate, and confirm that the features of the designed MDM strategy match the functional and technical specifications. * Used excel and a custom tool as the primary tools to house and manage the MDM strategy * Developed methodologies and best practices using the Kimball Method * Supported business stakeholders and 3 large oil refineries throughout North America by providing functional and technical support for the global SQL Server data warehouse, business intelligence systems and Cognos reports * Addressed overall data quality in the global data warehouse using my expert knowledge of Trillium Discovery, a profiling tool * Used Cognos as the primary reporting tool * Used Erwin as the primary modeling tool * Used IBM Optim as data migration utility to move data across various technology platforms * Worked with offshore resources to ensure timely resolution on submitted defects using Mercury Quality Center * Assisted with the design, configuration and deployment of the enterprise batch scheduling solution using DataStage 7.5 * Facilitated monthly and weekly team meetings of over 90 resources on-shore and off-shore (Philippines) * using PowerPoint and Video Conferencing * Worked with OLTP and OLAP systems * Designed the Data Archival and Data Retrieval strategy by creating a stored procedure * Designed and developed the ETL conversion process for DataStage jobs by creating functional and technical designs * Documented business requirements using functional and technical designs * Input data into an Excel spreadsheet and import information into a SQL Server 2000 database using Data Transformation Services (DTS) |