



MICHAEL FESTA

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PROFESSIONAL SUMMARY

Driven BI leader across diverse industries, specializing in revenue growth through business intelligence and data services. Experienced in high-level decision-making, strategic planning, and operations leadership. Delivers exceptional results and implements process improvements. Committed to continuous development and optimization.

SKILLS AND EDUCATION

- Team Leadership
- Reporting Oversight
- Data Analytics/ Visualization
- Talent Development
- Strategic Planning
- Product Management

Software: Birst, Tableau, Qlik Sense, Salesforce (SFDC), Trackvia, SAP BO

Documentum, SQL, Jira, Trello, Asana, Confluence, Visio, Office

Master of Business Administration
Philadelphia University

BS - Computer Information Systems
Philadelphia University

EXPERIENCE

Consulting:

Director Integrations and Analytics

July 2024 - present

Saatchi & Saatchi X:

- Led shared services for CPG clients, managing domestic and offshore BI teams.
- Responsible for domestic resources and offshore BI development team
- Developed statistical models to gain insights from complex data.
- Optimized operational processes for improved outcomes
- Established trusted advisor relationships with client-facing teams.

Business Analyst, Testing and Migration Manager.

May 2014 - April 2016

Siemens

- Authored requirements and functional specifications for large-scale Documentum implementation.
- Led requirement reviews, ensuring ISO 9000 compliance.
- Managed document migration and defect resolution.
- Successfully led migration of 25 sites across 6 countries from diverse legacy systems.

Sales Operations Analyst

November 2013 - January 2014

SunGard

- Produced complex sales metrics for senior leadership
- Developed end user process documentation for SFDC lead process
- Analyzed SFDC bolt on data tools for both usage optimization of owned tools and potential purchase of third party tools
- Analyzed and systematically reduced orphaned prospect records in SFDC for greater data accuracy.

Permanent Roles:

Sr Manager Data Services

March 2020 - December 2023

Paciolan

- Tasked with creating revenue streams in the data services space via product and consultative engagements
- Lead and owned client and vendor relationships from quote to cash
- Collaborated with internal and external cross functional teams to deliver products and services
- Created Master Data Management (MDM) product to provide a better analytics experience for clients
- Developed data services roadmap and vision to create new revenue opportunities for the company
- Managed 6 direct reports of varying tenure in a remote and in person environment.

Sr Business Intelligence Analyst

May 2018 - March 2020

Paciolan

- Served as Product Manager, developed and defined strategic & scalable BI offering for college athletics ticketing and marketing, and fundraising.
- Created custom dashboards with hundreds of visualizations in Birst, combining third party data with native ticketing, SFDC, and Adobe Email Marketing data to provide previously unachievable insights
- Immediately implemented SDLC based project management tools to drive best practices
- Served as primary owner of client engagement, guiding clients through project life cycle
- Fostered business development via product demos for prospective clients to secure net new revenue.

Manager Insights and Analytics

May 2016 - January 2018

Qlik

- Designed custom business solutions using Qlik Sense to meet business needs across the entire sales organization utilizing an agile development process
- Defined Sales Application Strategy to harmonize an array of internal sales applications with the needs of each stakeholder across the organization
- Created homegrown Revenue Potential model to enable Qlik to stack rank customers, prospects, and suspects based on 2 calculated revenue metrics
- Created Go to Market Strategy by supporting Sales Operations data needs
- Provided training for Rep level users on Sales Analytics applications
- Managed international development resources to achieve project goals and deadlines.

CRM Support Analyst

March 2011 - October 2013

VWR International

- Provided end to end SDLC support for 1000 user custom CRM tool
- Functioned as a liaison between Business Owners, End Users, and Development Team
- Captured and Documented Functional and Technical Specifications`
- Lead and conducted user training during rollout and post rollout phases
- Ownership of all system communication to end users.

IT Portfolio Analyst

November 2006 - June 2010

AmerisourceBergen Corporation

- Functioned as a liaison between Business Owners, Customer Advocates, Customers, and Development
- Managed projects throughout SDLC
- Managed System Test Activities for releases
- Developed System Test Scripts for releases
- Performed Training for Sales force during initial system roll-out.