

# JEFF BENSMAN

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## PROFESSIONAL BACKGROUND

Jeff has over 30 years of IT project experience, ranging from business analysis, requirements definition, application architecture, development, testing, and deployment. Recent projects have leveraged his technical background to design and implement a reporting solution. His ability to learn quickly and thoroughly allows him to step into new technologies/situations/environments and quickly take ownership and leadership roles. Solid communication skills and the ability to interact easily and effectively with both business clients and technical teams, have allowed him to be an active participant in creating quality solutions.

## SELECTION OF RELEVANT EXPERIENCE

### Analytics Lead

Jeff was given end-to-end ownership for an analytics solution for the e-detailing iPad application used by the sales force to facilitate conversations with healthcare professionals. Mr. Bensman defined requirements for the developer, performed testing, designed and implemented the analytics database in MySQL on an RDS AWS instance. From there he created reporting dashboards in Tableau, many of which tied into sales performance data to visualize the correlation between application usage and sales performance.

### Analytics Lead

Jeff was charged with conducting a thorough review of the analytics implementation across multiple, customer facing web properties in order to diagnose ongoing issues with the client's existing analytics solution. Post review, he led the efforts to better organize the properties within Google Analytics and worked with website business owners and development teams to standardize data collection. Jeff also implemented both an automated monthly reporting solution, and an on-demand reporting solution to service business owners. As needed, he provided in-depth investigation and analysis of web analytics data.

### Business Analyst

Jeff was the lead business/system analyst for a project to migrate and enhance a physician registration system that powered the physician locator features of various consumer websites. As part of this initiative, he documented existing system requirements and worked with the business owners to understand enhancement requirements. He acted as subject matter expert for the offshore development team. He assisted in the project management, system testing, user acceptance testing, training, and deployment. This system was migrated from a J2EE web application to a Drupal based system leveraging Java web services.

### Industry Expertise

- IT Services
- Healthcare
- Marketing

### Technology

- Data: MySQL, SQL Server, Oracle
- Reporting: Tableau, Google Data Studio
- Languages: Python, JavaScript, Java, HTML/CSS
- Web Analytics: Google Analytics, Google Tag Manager
- Cloud: AWS – Lambda, RDS, API Gateway

