JANECKE SANTORO

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PROFESSIONAL BACKGROUND

Ms. Santoro possesses over 27 years of experience in Information Systems architecture, design, development, implementation and integration in Windows and Unix environments. Ms. Santoro has an in-depth understanding of data modeling, ETL tool design and implementation, as well as enterprise reporting solutions. Her technical skills are complimented with a proven ability to partner with the business community; bridging the technical side through communication, building relationships by inclusion and via her thorough understanding of the business.

Her expertise ranges from business process analysis and requirements gathering to the design, construction, and implementation of solutions. Her interpersonal skills and work ethic enable her to function effectively in both a team and an independent environment, as well as gives her the ability to effectively communicate with all levels of the organization; whether that's [insert highly technical thing] to a CEO or gathering requirements from analysts.

SELECTION OF RELEVANT EXPERIENCE

Sales Ops Technical Lead for a Genetic Testing Provider

Ms. Santoro was an integral part of the Sales Ops team, leading sales enablement and commission efforts across Salesforce, Snowflake, Looker and Xactly platforms. She worked closely with the business to understand the requirements, and with IT to ensure requirements translated into usable and scalable solutions.

Lead Data Analyst/Reporting Analyst for a Genetic Testing Provider

Janecke served as a key member of the Enterprise Data & Analytics team providing Business Intelligence Information to support Inside Sales, Marketing and Customer Services of a genetic testing provider. She played a key role in moving her stakeholders from a stand-alone business unit CRM solution to an enterprise-wide solution. Activities included gaining a deep understanding of business processes to help define requirements; and ultimately translating those requirements into data capture, data processes and standardization ultimately presented in reporting.

Ms. Santoro supported the Customer Service team; she worked with key stakeholders on exception management and operational processes to increase efficiencies as well as reporting. By closely analyzing the data, Ms. Santoro identified time and process saving improvements to increase throughput and reduce inefficiencies.

Janecke was engaged with the Inside Sales team to helped develop an incentive program and commission system. She worked closely with management to build out both individual and team dashboards, increasing visibility to productivity for both individuals and territory specific teams.

She also functioned as a data analyst to help marketing efforts targeting both patients and health care professionals through data capture, analysis and reporting.

Business & Data Analyst, Product For Re-Insurance Organization

Ms. Santoro was engaged by the Product department at a major re-insurance organization to improve their data analytics capabilities across their offerings. By working closely with the business, Ms. Santoro was able to deliver detailed analytics and product insight based on the organizations new policy management system. Ms. Santoro helped consolidate processes and

Industry Experience

- Health Care
- Insurance
- IT Services
- Retail
- Financial Services
- Real Estate
- Manufacturing
- Travel Industry

Functional Expertise

- Healthcare Systems
- Business Intelligence
- Finance and Billing
- Sales and Marketing Systems
- Retail Systems
- Customer Relationship Management

SELECTION OF RELEVANT EXPERIENCE

Technical Lead, Accounting & Customer Service for Re-Insurance Organization

Ms. Santoro served as a Technical Business Analyst and led a team of Accounting Professionals to streamline their Commission Payment Operations. This was done by documenting the current practices and highlighting the greatest areas of opportunity. She successfully worked with business experts to identify and highlight process struggles via the use of a value stream analysis and brown paper sessions. She effectively utilized data and key findings during the Measurement Phase of the project to supported both short and long-term solution proposals to executive leadership. Through Ms. Santoro's leadership and in-depth analysis; an opportunity log was created and the need for a cross functional team was realized. Ms. Santoro worked with key stakeholders and executive to understand current state, as well as realizing the need for action across multiple business units. Ms. Santoro worked with executive team members as well as accounting leadership to raise awareness for the need to change current processes, and the need for process improvements, data cleanup as well as the need for additional controls.

Ms. Santoro was on boarded by the Customer Service department to help automate associate scorecards. She found that there was a deep deficiency in data management, and successfully consolidated data from disparate systems and consolidated said data into highly usable dashboards saving hundreds of hours per month. She spearheaded the efforts to upgrade Excel reports and dashboard to Tableau, streamlining the reporting processes and optimizing data storage. She trained the Work Force Management Team in reporting fundamentals and process optimization.

During her time with Customer Service, Ms. Santoro also helped designed and implemented a web-based customer service call tracker to help the organization get a better understanding of who was calling and why. This was a major factor in helping executives reprioritizing resulting in an IVR re-design, and overall customer service. Through her efforts, Ms. Santoro was able to help gather facts that lead to a more beneficial call tree design, ultimately reducing the overall call volume which in turn provided immediate, as well as lasting residual cost savings to the client.

Lead Developer / Analyst, Customer Database for Grocery Retailer

Ms. Santoro was a lead developer on a system to consolidate customer name and address data from separate systems. Customer data needed to be kept in sync across 25 different divisional databases of customer data. Customers possessed over 512 million unique shopper cards and the relationships of those cards to each other across the different databases had to be considered to form a single view of the customer's data across the entire enterprise. Other factors were considered to determine the best data for each customer and propagate that data back to the individual divisions. The process had to be repeated weekly as card relationships changed in all divisions and shopping and other data was updated in all divisions.   On a quarterly basis, the customer information was processed up against the National Change of Address (NCOA) database to capture moves for the customers. The most accurate address information was then propagated back to the individual divisions in line with the weekly process.

Janecke also led the database design and development of an enterprise-wide texting, email and digital coupons solution. This solution integrated closely with the customer database above and was designed to provide personalized targeting and messaging to the customers in the various markets. She worked closely with key business leaders to gather requirements, as well as with various eBusiness teams to aid in the customer facing solutions. Ms. Santoro worked with an external vendor hosting the email campaigns responsible for sending emails to the customers, as well as the external vendor hosting the digital coupon mall

Technology Expertise

- Microsoft Office Suite
- Snowflake | SQL Server | Oracle | DB2 | PL/SQL|SOQL
- Informatica
- Looker | SSRS | Tableau | QlikView | Qlik Sense | Microsoft Power BI | Cognos Analytics | Brio

Methodologies

- Database Modeling
- Agile | Scrum | SAFe
- Business Analysis
- Reporting Analysis
- Process Modeling
- Software Development Lifecycle

Certifications

- B.S. Computer Science | Ohio University
- SAFe for Teams | 2016