

ROB SNYDER

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PROFESSIONAL BACKGROUND

Rob has 13 years of experience in data analytics / visualization, account management, and project management in a variety of industry domains. He has vast experience in root cause analysis and market evaluation. Rob's background in the military and data consulting has given him a range of skills in strategy, operations, healthcare, life sciences, marketing, and management.

With a firm understanding of statistics and data visualization, Rob transforms basic data inputs into stories that drive new data insights and uncover business opportunities and repeatable analytic solutions. He has proven his skills as a trusted consultant, partnering with clients to create and evolve ideas, evaluate, prioritize, and quickly implement solutions and analytic models that answer impactful business questions.

SELECTION OF RELEVANT EXPERIENCE

Information & Data Strategist | Public Service

Rob provided services to help his higher education client build the foundation for effective decision making by identifying critical information needed to run and grow their business. By conducting a large-scale root cause analysis, Rob was able to identify key areas of focus and compared those areas to the client's peers and national standard. He developed a strategy and path forward to translate their data into actionable pursuits to drive revenue growth, cost efficiency, and competitive advantage.

Data & Reporting Lead | Public Service

Rob served as the Data and Reporting Lead for a state government client. His responsibilities included conducting an initial root cause analysis, analyze designated performance measures/reports including financial, satisfaction, and operational metrics. He worked with other functional teams to successfully conduct data analysis and identified process improvement opportunities. Rob coordinated across multiple operations/teams to add reporting insight. Rob developed dashboards focused on calculated KPIs that helped correct the client's vendor contract compliance from -10% to 90+%. Rob developed additional dashboards that revealed gaps in operations. Client addressed gaps resulting in a \$2M/year savings.

Business Analyst / Scrum Master | Health Payer

Rob utilized agile development principles in leading a team of PowerBI developers to complete a data migration for a national health insurance provider. Rob worked with the client to review, research and refine data reports by gathering business requirements and developed the future state strategy. He analyzed and designed the processes and systems, assessing the business models and its integration with technology. Utilizing Azure DevOps, Rob ensured his team was focused on each deliverable and bugs. Through consistent coaching and guidance, the project was able to be completed in 75% of the original time schedule.

Industry Experience

- Health & Public Services
- Health Payer / Provider
- Life Sciences R&D
- US Department of Defense
- Federal Government Contracts

Functional Expertise

- Data Analytics
- Data Visualization
- Account Management
- Business Analytics
- Business Strategy
- Project Management



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SELECTION OF RELEVANT EXPERIENCE

Data Analyst | Public Service

Rob worked as a data analyst for a state government client looking for a process improvement and operational support program for a housing and rental assistance program. He performed data analysis to understand the productivity, identify issues, and support planning for the assistance program. Through additional analysis and data gathering, Rob developed dashboards that helped to highlight key blockers in the client's process. He developed and provided a plan and path forward by mapping out projections for future state, along with daily analysis of data trends. This resulted in client productivity increasing 900% month over month.

PMO Analyst | Health Payer

Rob worked with a regional managed care company to create and implement a data migration strategy from Teradata Vantage to Snowflake. Initially, Rob conducted over 20 workshops with key stakeholders and business users to develop an understanding of the business requirements. He then supported the service delivery team in managing resources, projects and budgets to the goals of the business and client. Rob developed and executed demand management processes, provided training and education on standard project management and requirements. He facilitated project governance and reporting and created models to improve business decisions.

Cross-Functional Project Lead | Life Science R&D

Rob served as the Project Lead over nine workstreams with a goal of integrating a global pharmaceutical company's merger, their applications (200+), and secret data. Rob developed 30/60/90 day plans, and managed key milestones and dependencies with the cross-functional teams. He ensured that each team took appropriate actions on time according to the plan and organization discussions and that issues and risks were communicated through the integration management office to escalate when additional support was required.

Account Manager | Healthcare Operations

Rob acted as on-site account manager for multiple healthcare organizations. He focused on process improvement projects, SOP and business development identifications, and development and implementation of contract compliance strategies. He developed several dashboards utilizing Tableau, Business Objects, SAS, and Power BI to monitor utilization metrics. Rob regularly presented to C-level leadership and stakeholders on multiple metrics. He also met regularly with hospital management and medical staff on procedure and material changes.

Technology Expertise

- Microsoft Office 365
- BI Tools (PowerBi, Tableau)
- Business Objects
- Azure DevOps
- Jira

Methodologies

- Quantitative Data Collection
- Data-driven reinvention
- Dashboarding
- Quantitative and Qualitative research

Deliverables

- Root Cause Analysis
- PowerBI Dashboards
- Data Trends and Findings
- Demand Planning & Organization Sizing
- Executive Steering Presentations
- Budget Forecasts

