

Daniel C. Daugherty

Marina del Rey, CA

714-470-3229 : [D@ugherty.com](mailto:D@ugherty.com)

# PROFILE

Versatile, solution driven with proven strategic thinking, analytical and troubleshooting skills. Data-centric.

# SKILLS

* Data analysis / science with experience in ML, statistics, modeling. Human behavior.
* Wide IT experience including robust software development and hardware and network troubleshooting.
* PHP, Python, C#, Java, JavaScript, Node.JS, VBScript, ASP, R, Go, Fox, Swift, Dart, T-SQL.
* Years of RDBS / SQL experience along with NoSQL / Key-value stores such as Redis and DynamoDB.
* Reporting platforms such as Business Objects – Crystal Reports, SQL Server Reporting Service (SSRS).
* Traditional server room management (Windows, Linux, Unix), Docker, CD/CI pipelines.
* Amazon Web Services (AWS) experience spanning many years. (EC2, RDS, S3, DynamoDB, IAM, VPC, ML…).

# EXPERIENCE (RECENT)

## VeriTES Analytics / PSB, WPP. Southern California Feb. 2006 – Present

* Senior management for a small divisional segment of a large international conglomerate.
* Architect of a suite of products involving data collection, analytics, and predictions for theatrical feature films.
* Realtime ingestion and reporting of field force supplied and electronically retrieved data.
* Responsible for delivering cost effective, but highly responsive solutions to meet client needs including our ma- chine learning platform and models for market prediction products.
* Agnostic environment spanning multiple languages and platforms including PHP, Python, JavaScript & Node.JS, C#, among others.
* Responsible for corporate owned server rooms and cloud resources (Amazon Web Services).
* Tasked with providing all IT needs including network administration and application development.

## ARIS Software, Inc., Rancho Cucamonga, CA June 1999 – Oct. 2005

* Large scale ERP / billing platform development.
* Responsible for reporting and inventory control modules as well as numerous other development projects.
* Visual Fox Pro, Microsoft .Net (C#), SQL Server (T-SQL) and Business Objects - Crystal Reports.

# EXPERIENCE (OLDER)

## Strategic Direct Marketing, Inc., Nashville, TN ~ Two Years

* Banking / Finance market research firm.
* Ingestion of marketing data from banks, modeling retention probabilities for mega-CD and other financial in- struments targeted to municipalities and institutional portfolio managers.
* General management of IT operations and in-house software development.

## ADM, Inc. / ATI, Inc. Nashville, TN ~ Three Years

* General market research firm.
* General management of IT operations and in-house software development.
* Call center management for non-profits such as American Heart Association and corporate clients such as Ingersoll Rand.

## Mighty Distribution System of America, Santa Fe Springs, CA ~ Six Years Mighty Product Center, Jackson, TN

* Large automotive OEM and Distribution company.
* General management of technical operations. Promoted to operations manager, Southern California division.
* Responsible for inventory control, personnel, and day to day operations while continuing to provide technical expertise for the corporation.

## NewsLeader, Inc. / News Group Inc. Parsons, TN ~ Four Years Editor, West Tennessee Business Journal, Jackson, TN

* Regional newspaper / business journal.
* Full print production, photography, and darkroom tech. Light editorial writing and general copy writing.

# EDUCATION

B.A. Psychology, California State University, Fullerton. Fullerton, CA

Persistent student with a diverse academic background across disciplines including accounting, finance, journalism, sta- tistics, behavioral science, computer science, others. Significant completed units / hours at: University of California, LA; Fullerton College; Union University; California State University, Fullerton.

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