

BRAD DIETZ

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OBJECTIVE: Seeking full-time or fixed-length contract opportunity in Business Intelligence to drive a company's analytical capability and execute more data-driven decisions. Proven professional with a 15+ year track record of improving efficiency and creating business value through actionable insights & reporting.

CORE COMPETENCIES

- ◆ Business Process Automation ◆ Database Architecture ◆ Data Science Efficiency ◆ Analytics & Reporting
- ◆ Business Intelligence development – Snowflake, AWS, Microsoft SQL Server & Azure BI platform

EDUCATION

ARIZONA STATE UNIVERSITY, W.P. Carey School of Business
Masters (MBA): **BUSINESS ADMINISTRATION**

TEMPE, AZ
AUGUST 2010

ARIZONA STATE UNIVERSITY, Ira A. Fulton School of Engineering
Bachelors of Science (BSE): **INDUSTRIAL ENGINEERING**

TEMPE, AZ
MAY 2006

PROFESSIONAL EXPERIENCE

KENDRA SCOTT

IRVINE, CA

BUSINESS INTELLIGENCE ENGINEER

OCT '20 – CURRENT

- Led the Data Engineering team's representation in the creation of a new company-wide Customer Loyalty Program.
- In this role, I led the development and creation of a golden customer record, which de-duplicates and merges customer attributes from various enterprise systems, primarily using the Trifacta Machine Learning algorithm.
- Our customer golden record improved the accuracy of customer data by 15%, which enabled a more accurate baseline for the customer loyalty program, and expanded our customer data platform analytical capabilities.
- This expansion transformed our team into a reliable business partner; we developed or sourced tools to expand our omnichannel experience, improve our reach to specific customer segments, and utilize our own customer's purchase behavior to increase conversions and repeat sales opportunities.

LAZY DOG RESTAURANT & BAR

COSTA MESA, CA

REVENUE ANALYTICS MANAGER

FEB '20 – JUN '20

- Responsible for developing and implementing new metrics to support business growth and development, placed in a newly formed role designed to leverage my technical Information Systems background and business acumen.
- Within the first few months in this position, I developed or enhanced new actionable flash reporting, through the entire cycle of application development, often answered directly to the CFO after demonstrating the ability to eliminate blind spots quickly learn and provide unique solutions to existing business challenges.

INFORMATION SYSTEMS DEVELOPER – INDEPENDENT CONTRACTOR

AUG '19 – FEB '20

- Approximate 6-month contract role, tasked to develop an internal reporting system for the restaurant's two existing subscription-based programs, which held a combined 10k+ members driving \$2M+ in annual revenue.
- Transformed transaction-level sales data provided by third-party vendors, into a reporting system that provided actionable business insights, with new metrics based around program size and membership-level value.
- Utilized existing business intelligence architecture, based on the Microsoft BI platform – SQL, Azure, Power BI.
- Project concluded in February 2020, with the primary deliverables being an automated, daily updating reporting dashboard, and custom email notifications to provide quick and accurate business insights.

Continued ...

... Professional Experience Continued

THE WALT DISNEY COMPANY – DISNEYLAND RESORT

ANAHEIM, CA

BUSINESS INTELLIGENCE MANAGER – CONSUMER INSIGHT & ANALYTICS

APR '17 – FEB '20

- Responsible for developing and implementing the business intelligence platform for Disneyland Resort guest demographic information, supporting organizations which drive a business worth over \$2B in annual revenue.
- Implemented a wholly automated organization-wide analytics platform based on OTLP and OLAP architecture, which delivers quick, timely, and accurate insights on hundreds of millions of Disneyland Resort guests.
- Automated 3+ full-time analyst headcount, who were previously needed to manually query data from legacy systems, by creating a self-service reporting platforms through Microsoft and Tableau data analytics platforms.
- Migrated on-premise SQL Server database & reporting system to Microsoft Azure cloud computing platform, improving scalability, performance, and security, while reducing costs and administrative overhead.

SENIOR BUSINESS ANALYST – REVENUE MANAGEMENT & ANALYTICS

FEB '14 – APR '17

- Responsible for Disneyland Resort Attendance and Admissions Revenue forecasting & related revenue management.
- Progressively increased responsibilities of forecasting theme park attendance and annual admissions with over \$2B annual revenue, used to influence operational spending and enterprise-wide capital budgeting.
- Converted Admissions Revenue forecasting and reporting models to recognize revenue at time of use, to align with segment-wide revenue and accounting procedures, and extract additional insights of guest spending behavior.
- Automated and improved upon efficiency and accuracy of nearly all end-to-end business processes, and influenced the data-driven behavior of business partners, while reducing internal headcount requirements by over 80%.
- Acted as an organizational-wide business systems analyst to identify and implement process improvement and automation techniques using Microsoft SQL Server database platform.

INDUSTRIAL ENGINEER – OPERATIONS PLANNING & ENGINEERING

FEB '11 – FEB '14

- Responsible for analyzing, identifying, and driving improvements and efficiencies by providing analytical decision-making support to executives in support of multi-million dollar initiatives.
- Acted as a liaison between operations management and information technology (IT) to drive solutions in business process automation, data quality controls, analytical model development, and advanced reporting capabilities.
- Improved the technical capabilities of the organization by identifying, introducing, and training applicable technologies based on Microsoft SQL Server, SAS, and SAP Business Objects business intelligence platforms.
- Consulted directly with the *Adventures by Disney* travel segment, providing recommendations on improving system and business processes, resulting in a trip capacity increase of 40% without supporting headcount overhead.

INTEL CORPORATION

CHANDLER, AZ

BUSINESS INTELLIGENCE ENGINEER – INFORMATION SYSTEMS ENGINEERING

JUN '05 – FEB '11

- Responsible for engineering supply network system and reporting capabilities, partnering with key business stakeholders, formulating requirements, and managing technical teams.
- Managed small project software teams with varying levels of experience and qualifications to deliver successful customer solutions using Scrum development methodology.
- Developed enterprise-level tools, including a transactional freight rate database and freight spending forecast model, to support internal operations using efficient, data-driven processes.
- Engineered customized B2B data integration and architecture between Intel and global third party logistics operations, partnering with worldwide internal and external stakeholders, utilizing common industry standards.
- Supported end-to-end software development from concept prototype creation to release and sustainment.