ARIEL L. ESPINOSA
Calgary, AB.
Canada

Professional experience

Profile

Data Strategist Professional with in-depth knowledge of data warehousing and data analysis, who has designed and demonstrated analytical solutions to solve complex business-related problems using data- driven techniques. Professional committed to operational excellence and delivering business value.

Key skills

- Project Management
- Business Intelligence Strategizing
- Data Visualization
- Business Analysis
- Data Integration
- Artificial Intelligence

- Data Modeling
- Data Warehouse Design and Development
- ETL Design and Development
- Pre-sales
- Data Virtualization
- Machine Learning

Certifications

- IBM® Data Science Professional Certificate Specialization

Key knowledge areas and training

- Project Management (Waterfall and Agile)
- SAP HANA, Business Objects 4.2, Analytics Cloud (SAC)
- IBCS® Certified Consultant (International Business Communication Standards)
- ETL tools such as SAP Data Services, Informatica, MS SSIS, Data Factory, Databricks and Alteryx
- Data Visualization tools such as QlikView, Tableau, Spotfire, Birst and Power BI
- Microsoft Azure services, MS SQL, SQL Server OLAP, Oracle
- Data Virtualization (Denodo)
- Oracle data modeler, TOAD, SSMS

Career history

12/2019 .. 02/2022 EMD Serono Inc., USA.
Integration Lead / Data Architect (Contract)
Reviewing and developing data engineering and architecture concepts for clinical operational and clinical data. Providing appropriate design and recommendations for data processes, ingestion, and structures. Collaborating with technical and functional experts. Providing data engineering and architecture expertise. Developing data models and scripts. Participating in requirements gathering and data analysis workshops and other supporting meetings.

03/2019 .. 12/2019 Solvera Solutions, Canada.
Business Intelligence and Data Scientist Professional (Contract)
Working as a BI application architect for several oil and gas companies assisting clients by assessing existing BI architectures and proposing improvements for the BI eco-system following best practices. Analysis to gather requirements to design, develop and project manage Business Intelligence solutions using primarily SAP BI toolset. Translate business issues and challenges into solutions best suited for the various business analytics tools available. Assisting clients to identify, design, and support business intelligence, data analytic and reporting solutions.

07/2019 .. 10/2019 S.i. Systems, Canada.
Solution Designer (Contract)
Working with several business areas for an oil and gas industry, to design, integrate and deploy cloud solutions using MS Azure technology. Services include but not limited to: Data Lake, Data Warehouse, Data

---

Factory, Data Bricks, IoT Hub, Stream Analytics, Analysis Services and SQL DB. Facilitator for agile projects (scrum master).

08/2018 .. 02/2019 **Maine Pointe, Canada.**
Data Analyst (Contract)
Implementation of analytical approaches for a oil and gas company using advanced analytics techniques such as descriptive, predictive and prescriptive, while working closely with stake holders and teammates from non-technical disciplines. Using statistical theory through modelling, simulation, and large data analysis to deliver measurable improvements to clients. Build and support ongoing data-driven work to enhance client's systems and processes. Activities such as gathering requirements, data collection, cleansing, modelling, and reporting of results.

04/2016 .. 07/2018 **SimplicityBI (acquired by BDO Consulting), Canada.**
Data & Analytics Specialist
Helping businesses from multiple industries, to increase data proficiency, productivity, efficiency, and analytic solutions using predictive, prescriptive and/or classification models. Contributions and assignments vary widely from developer to team lead. The roles assigned would depend upon project conditions such as resources, location, technology, etc. Responsibilities such as analysis, design, and development of data virtualization solutions; analysis, design, development, and deployment of dashboards; analysis, design of descriptive data models; contribution in a S4/HANA reporting implementation project.

11/2015 .. 03/2016 **AD Maiora CS, Switzerland.**
Business Intelligence Architect (Contract)
Designing, developing, and leading business intelligence projects in pharma and bank industries, that reflect industry standards, best practices, and procedures for predictive and prescriptive analytics. Working with the sales team to provide timely responses to RFP and other client requests.

05/2014 .. 10/2015 **VistaVu Solutions, Canada.**
Business Analytics Practice Lead
Presenting Business Intelligence solutions at a functional level by engaging client stakeholders of the oil and gas industry, to uncover and define key business and application requirements across functional areas. Using expertise to guide clients and identify the best architecture solution for their environment by establishing success criteria for each project and quantify the desired results/improvements in the client's operations where possible.

04/2013 .. 05/2014 **Ideaca PeoplesEdge (acquired by Hitachi Solutions), Canada.**
Business Intelligence Consultant
Designing, Developing and Project Managing Business Intelligence solutions using full suite of SAP Business Objects tools (WEBI, Lumira, Dashboard Design, Xcelsius and Design Studio) and built several proofs of concepts using HANA technology showcasing data modeling (attribute views, analytics views, graphical calculation views and script calculation views). These solutions include Business Intelligence data processes design; data sources definitions, staging area, storage area and reporting area; gathering information about business processes, necessary data, and data sources to build data warehouse data models; and designing and building templates and reports based on clients' business requirements.

03/2012 .. 03/2013 **IBM Canada, Canada.**
Managing Consultant
Gathering information about business processes, necessary data, and data sources to build data warehouse data models; and designing and building templates and reports based on clients' business requirements. Developing Business Intelligence solutions using full suite of SAP Business Objects tools, SAP ETL tool and HANA technology, these solutions include Business Intelligence data processes design, data sources definitions, extractions, transformations, staging area, storage area and reporting area.

10/2008 .. 02/2012 **BI Builders (acquired by Kogent then acquired by RJT Compuquest), Canada.**
Business Intelligence and Presales Consultant

04/2008 .. 10/2008 **Clarity Systems. Canada.**
Senior Consultant

11/2007 .. 03/2008 **Fujitsu, Canada.**
Business Intelligence Technical Lead (Contract)

03/2007 .. 07/2007 **Sierra Systems, Canada.**
Business Intelligence Consultant (Contract)

05/2006 .. 02/2007 **Church and Dwight, Canada.**
Business Intelligence Consultant (Contract)

08/2004 .. 04/2006 **Clorox of Canada, Canada.**
Business Intelligence Support Analyst Consultant (Contract)

08/2000 .. 02/2003 **Ironside Technologies, Canada.**
Integration Developer

01/2000 .. 07/2000 **Mother Parkers, Canada.**
Business Analyst (Contract)

11/1997 .. 11/1999 **Maple Leaf Foods, Canada.**
Sr. Programmer Analyst (Contract)

06/1984 .. 06/1999 **Early Positions in Mexico**
Project Lead, Business Analyst, Programmer Analyst and Programmer

Education
Qualifications   Business Analytics Certificate Program (From data to insights)
The Wharton School of the University of Pennsylvania, Online, 2021

AI for Business Specialization
The Wharton School of the University of Pennsylvania, Online, 2022

AS/400 Business Applications Certificate (iSeries) in Computer Science
Seneca College of Applied Arts and Technology, Canada, 2006

Completed 3.5 years of 4-year undergraduate degree in Business Administration
Escuela Bancaria Comercial, Mexico, 1992

Language skills   Spanish   Native or bilingual proficiency
French   Limited working proficiency