

Frank Branch

Data & Information Architect | Ontologist | Data Scientist

Vancouver, BC | 604.250.1103 | cosmic.angler67@gmail.com

| [linkedin.com/in/cosmicangler/](https://www.linkedin.com/in/cosmicangler/)

| publons.com/researcher/1442944/frank-branch/

Summary

- 20+ years of technology experience in enterprise data management
- Tier 1 - published research papers in ontology & data science patents
- Expert in enterprise scale data/information design and knowledge engineering across diverse domains

Work experience

Electronic Arts Canada

Jul 2019 - Present

Senior Manager, Ontology

I am responsible for the complete information model for the EA game and marketing content ecosystem.

- Program management of information architecture and data governance
- Breaking down business requirement into functional information models
- Design and code dimensional, transaction, semantic, knowledge, predictive and statistical models for game catalog data
- Technical supervision of 3.5 data and content modellers

McGraw-Hill Education

Nov 2015 - May 2019

Principal Information Architect

I was responsible for the complete enterprise information model for delivery of education content, services, & analytics to end customers.

- Program management of information architecture and data governance
- Breaking down business requirement into functional information models
- Design and code dimensional, transaction, semantic, knowledge, predictive and statistical models
- Using Spark, Titan, Solr, Cassandra, Kafka on AWS

Amazon Prime

Oct 2014 - Nov 2015

Senior Information Architect (BI Engineer)

I was responsible for the information architecture and analytical model for the Amazon Prime.

- Information modeling, analytical and predictive modeling, & master data management
- Developed data warehouse, information visualization and reporting solutions
- Used Oracle, Redshift, and Tableau
- Supervised 6 developers in 2 locations.

A6 Corporation

Mar 2014 - Oct 2014

Chief Data Scientist

I was responsible for all R&D at a startup creating a knowledge based influence graph for display advertising.

- Researched, designed and code predictive models on terabyte scale knowledge graph
- Developed statistical programs in Scala, Python & Java
- Used Spark, Hadoop, Hive, Giraph, GraphX, Cascading, & Scalding on AWS
- Supervised developers and interns

Senior Information & Content Architect (Program Manager)

I was responsible information architecture, analytics and knowledge engineering within Online Services Engineering Excellence Group.

- Program management of information architecture, knowledge engineering & analytics
- Designed dimensional, transaction, knowledge and statistical models
- Supervised 8 developers
- Used Cosmos, Azure, SQL Server

Ratio formerly Cypress Consulting

Dec 2010 - Jun 2013

Lead Content Solutions Architect

I was responsible for the complete design and delivery of content & analytics projects for Cypress' entertainment lifestyle brand clients.

- Designed and coded content, analytical, and ontological models for Fox, Sony, NBA, MLS, Real Networks, Amazon.com, & Yahoo.
- Used TeamSite, Documentum, SiteCore, Drupal, Ominture, Google Analytics, Blue Nile & Alfresco.
- Supervised teams of up to 6 developers

Wizards of the Coast

May 2007 - Dec 2010

Senior Information Architect

I was responsible for the design and modeling of back-end, community management & online game systems.

- Managed for information architecture, data quality, security, data & privacy governance
- Designed and coded conceptual, transaction, dimensional, and statistical models for back-end, marketing, & gaming systems
- Used .Net, SQLServer, PHP, WCF, WPF, SOAP, & SOA REST based service

Skills

- Knowledge Engineering, Ontology, Taxonomy, Classification Theory, Text Mining, & Text Analytics
- Object, Relational, Dimensional, Graph, Semi-structured, Analytical, Statistical & Predictive modeling
- Graph Based Machine Learning, Semantic Artificial Intelligence, & Inference Engines using Spark MLlib, GraphX, Giraph & Jena Reasoner
- Enterprise Scale Information Architecture and Master Data Management
- Quantitative & Qualitative User Research Practices, Design, & Experimentation
- Content Management, Data Curation, Digital Publishing System Design & Development
- Data & Information Visualization and Storytelling with Tableau & Adobe Creative Suite
- Statistical Programming & Data Mining with Scala, SPSS, SQL, & Excel
- Big Data Development with Kafka, Hadoop, Hive, Spark, Cassandra, Titan, Solr, & Redshift
- Data Engineering and ETL with SQL Server, Oracle, Postgress, MySQL, Marklogic, & Scalding
- Knowledge and Linked Data Representation in OWL, RDF, JSON-LD, XML Schema, SHACL & SPARQL
- Data Modeling In TopBraid Composer, Ontopia, Protege, Erwin, & ER Studio
- Requirements Analysis, Use Cases, Epic Story Writing, Design Sketches & UML, ERD, & SSADM Diagrams
- Team, Project & Program Management, Agile Development & Information Design
- Programming in C#, Scala, SQL, Javascript (Node), & Java

Education**University of Washington**

2013 - 2016

Masters of Library and Information Science

Emphasis: content & data curation, ontology, knowledge engineering & semantic artificial intelligence

Northern Kentucky University

2010 - 2012

Bachelors of Science - Library Informatics

Emphasis: information seeking behavior & communications

Publications**Taxonomy Bootcamp London**

Oct 2019

Taxonomy Development in a Linked Data World**An Ontological Approach to Transmedia Worlds**

Oct 2018

Enterprise-Scale Agile Information Modeling at McGraw-Hill Education: a Case Study

March 2018

2018 IA Summit by ASIS&T

Representing Transmedia Fictional Worlds through Ontology

Sep 2017

Journal of the Association for Information Science and Technology; Branch, F., et. al.

Patents

Systems and Method for Determining Influence of Entities with Respect to Contexts

Jan 2015

Henrichsen, C., Roubicek, B., Branch, F. U.S. Patent: 20150026105

Certifications

Certified Information Systems Security Professional

2005 - 2021