

## SUMMARY

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Results-driven BI and software expert with over 12 years of experience leading end-to-end Business Intelligence implementations across North America. Adept at delivering impactful data-driven solutions by eliciting business requirements, designing data warehouses, and building data models and robust reporting semantic layers. Skilled in implementing solutions in industry-leading BI tools like MicroStrategy (Certified), MS Power BI (Certified), Looker, and Tableau. Known for creating dynamic dashboards and reports that drive strategic decision-making. Experienced in partnering with clients from diverse sectors, including insurance, telecom, finance, healthcare, and retail, to deliver tailored solutions that meet unique business needs.

## KEY COMPETENCIES AND SKILLS

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**Data Analysis & Visualization:** MicroStrategy (full product suite expert / architect), Microsoft Power BI, Looker / LookML, Tableau

**Databases:** MySQL, PostgreSQL, MS SQL Server, Oracle, Teradata, Snowflake, Presto, Hadoop, MongoDB

**Programming Languages:** SQL, NoSQL, DAX, Python (MSTRIO, NumPy, Pandas, Matplotlib), JavaScript, HTML, CSS, C Sharp

**Tools & Platforms:** Windows Server, Linux, Jupyter Notebook, Eclipse, Anaconda, Visual Studio, SharePoint, Salesforce, MS Office Suite, Jira, Github

**Other:** Artificial Intelligence (LLM, Prompt Engineering), Software Development Lifecycle, Data Modeling & Warehousing, Project Management Principles, Leadership & Mentoring, Business/Systems Analysis

## EXPERIENCE

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### SENIOR CONSULTANT, PROFESSIONAL SERVICES

MICROSTRATEGY, TORONTO ONTARIO

SEPTEMBER 2011 – JANUARY 2024

MicroStrategy is a pioneer in the BI and analytics industry, providing business intelligence, mobile software and cloud based services. As part of the Professional Services division of MicroStrategy, I led the implementation of end to end Business Intelligence solutions for our clients. With over 12 years of experience, I have in-depth experience with the full MicroStrategy product suite (Hyper-Intelligence, Workstation, Desktop, Architect, Intelligence Server, Report Services, Platform Analytics, Transaction Services, Mobile, Web and Library). I have worked with various large enterprise clients across Canada, the United States and Australia. A few of my clients included Shoppers Drug Mart, Bank of Montreal, Bell Canada, Rogers Communications, United Health (formerly Optum), Cox Automotive, and NSW Department of Finance.

### KEY DELIVERABLES

- Developed and implemented advanced MicroStrategy solutions (both on premise and cloud based) to streamline data analysis and reporting, resulting in improved decision-making capabilities for clients.

- Conduct needs assessments with clients to understand their business requirements and challenges
- Develop project plans that outline the implementation process, timelines, and milestones
- Document business, systems and functional requirements for sign off
- Assist with data warehouse design (snowflake or star schema), build MicroStrategy schema (attributes, facts, tables, transformations) and application objects (metrics, filters, prompts, custom groups, consolidations and drill maps), and build reports and dashboards
- Conduct performance tuning and optimization of MicroStrategy applications, reducing report generation time and ensuring smooth functioning business intelligence solutions
- Lead upgrades of existing MicroStrategy environments (9.x, 10.x, 11.x) to the latest release of the MicroStrategy software (Intelligence Server, Metadata, Web, Library, Platform Analytics)
- Provide training and support to client users to ensure successful adoption of the software
- Documenting the implementation process and creating user manuals or help guides
- Collaborating with sales teams to support pre-sales activities such as product demonstrations or proof of concept

## **VICE PRESIDENT OF OPERATIONS**

PARMACK ELECTRIC SUPPLY LTD., TORONTO ONTARIO

JANUARY 2003 – MARCH 2011

As part of our established electrical hardware family business, I managed the day to day operations which included managing of staff, marketing, purchasing, sales and building strong working relationships with clients and vendors. A key achievement was using my Computer Science background to modernize the business. This included creating web presence, implementing business management software (Sage Business Vision), installing and maintaining multiple computerized kiosks and expanding into a 5000 square foot facility.

## **WEB DEVELOPER**

CAPTURE.NET TECHNOLOGIES, RICHMOND HILL ONTARIO

JUNE 2000 – DECEMBER 2002

As part of a technology start-up company, I worked on a team to develop various web applications using Visual Studio.Net, SQL Server and C Sharp.

## **PROGRAMMER ANALYST**

DATA BUSINESS FORMS, BRAMPTON ONTARIO

JUNE 1999 – JUNE 2000

As part of a large global printing company, I provided support to senior developer in creating various web applications using C++, HTML, JavaScript, CGI and interacting with MS SQL Server 6.5 using ODBC.

## **CERTIFICATIONS**

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### **Microsoft Power BI Data Analyst Associate (PL-300)**

Microsoft  
2024

### **MicroStrategy (Architect / Platinum Certification)**

MicroStrategy  
2023

**AWS Certified Cloud Practitioner**

Amazon Web Services (AWS)

2021

**SAP BI Certification (SAP Certified Application Associate: Business Intelligence with SAP Netweaver 7.0)**

SAP

2010

**EDUCATION**

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**Bachelor of Science, Computer Science**

YORK UNIVERSITY, TORONTO, ONTARIO

Class of 1999

**PROFESSIONAL DEVELOPMENT**

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**Looker and Looker ML**

Udemy

2024

**Hadoop Data Analyst**

MLC College of Business Technology & Healthcare

2015

**SAP BusinessObjects Web Intelligence XI 3.0 Training**

IIBS College (Innovations in Business Solutions)

2011

**SAP Business Intelligence (BI) Training**

IIBS College (Innovations in Business Solutions)

2011

**Project Management**

Planning and Controlling the Baselines (PMP 201)

Tools & Techniques (PMP 200)

Seneca College

2010

**Business Management (SCS 0977)**

University of Toronto

2003