

I desire a position as a Business Intelligence Architect. This will use my understanding of Business Intelligence technologies and enterprise information requirements at the interface of data mart technologies and data warehouse architectures. My technical base is OLAP, On Line Analytic Processing, primarily in Essbase which I have supported in technical sales, evangelism and publications for 15 years.

Please see WWW.SterlingAnalysis.com for more on my goals and design perspectives.

Experience

11/08 – Present **Sterling Analysis**, Stockton, NJ – *SterlingAnalysis.com*
Independent Consultant

- Design, facilitate and implement Unified Business Intelligence initiatives by uncovering opportunities to merge key metrics between data warehouses and data marts.
- Develop Key Performance Indicators with stakeholders in lines of business to share outside the data mart with the corporate warehouse.
- Consult on methods to share data across data environments.
- Manage acquisition of BI software and consulting expertise to implement sharing of mart data
- Monitor projects to meet executive expectations

9/07-11/08 **STAR ANALYTICS, INC.**, San Mateo, CA
Partner Technical Manager

- Conceived, designed, and developed the partner technical sales training program
- Managed business partner relationships
- Responsible for pre-sales technical support for the East Coast.
- Closed a 6 figure sale for extracting data from the largest Essbase (600 large cubes) implementation in the world.
- Managed 6 figure development contract for an API to embed in the ETL product of a premier data warehouse and RDBMS provider.

6/98 - 9/07 **IBM Corporation**, Somers, NY

Manager worldwide technical enablement – Information Management Products

- Responsible to plan, design, staff, and budget technical sales enablement programs for all IBM's database products – DB2, Informix, data warehouse tooling, ETL, and Business Intelligence
- Manage delivery of enablement projects on a worldwide basis.

World Wide Business Intelligence Technical Sales Support - Consulting Software Field Sales Specialist

- Conceived, designed, deployed, and delivered presentations, courses, and mentoring to enable 1,500 Sales Engineers to sell Essbase OLAP worldwide. Directly responsible for our team outperforming a world wide \$20M quota at \$42 million attainment.
- Worldwide presales tech for IBM DB2 Cube Views, IBM's relational BI product. Fluent at all levels of customer including executive, business, and technical audiences. Mentoring and skills transfer to IBM and businesspartner consulting personnel; technical seminar and courseware preparation and delivery worldwide.
- Co-authored the OLAP chapter, chapter 11, in IBM Data Warehousing with IBM Business Intelligence Tools, Wiley, ISBN 0-471-13305-1.
- Pre and post sales troubleshooting at key customers. Competitive analysis, competitive response design and internal publication to sales professionals. Database model troubleshooting for major sales initiatives. Over 100 customer engagements.

12/92 – 9/07 **Arbor Software / Hyperion Solutions, Inc.**, Stamford, CT.
Senior Solutions Consultant

- Responsible for reviewing customer decision support environments to determine data sources, IT functional requirements, LOB analytic requirements, and finding opportunities for employing multi-dimensional analysis techniques to critical corporate information.
- Responsible to describe this data model to many levels and disciplines of the corporation, from board level executive, to DBA, developer, and end users. Hands on development of prototype Essbase OLAP solutions to prove multi-dimensional concepts and capabilities in sales Proof of Concept.
- Performed hands on design and implementation of full OLAP systems.
- Tuned and optimized production OLAP databases;
- Researched optimum OLAP development methods; taught courses to OLAP developers; advised on data warehouse / data mart architectures.

6/88 – 12/92 **Independent Computer Systems Consultant**, Stockton, NJ

- Provided data base and project management services to commercial and government clients. Services included system downsizing, IT cost reduction planning, system design, programming, installation, and training.
- Integrated new systems and enhancements into existing corporate systems, including micro-to-mainframe data links.
- Specialized in difficult system rewrites, enhancements and modifications. Worked closely with client management to determine functional requirements, develop options, and produce project plans. Emphasis in insurance industry.

6/85-6/88 **Clancy-Paul, Inc.** Princeton, NJ

Clancy-Paul was a nationally recognized division of Innacom, Inc, the second largest microcomputer reseller in the United States.

Director, Government Systems.

- Responsible for launching this specialized business unit and guiding its growth through three multi-million dollar New Jersey State government data processing contracts.
- Managed three successful state bids; each of these projects involved over a thousand person hours of bid preparation
- Planned, organized, and established New Jersey's government microcomputer support Center;
- Liaison to senior New Jersey government officials
- Managed a professional sales and technical support staff of nine
- Increased sales at a rate of over 100% per year, up to \$12 million, for over three years across three different state contracts
- Shifted sales emphasis from stand-alone computers to 40% LAN-based workstation services
- Negotiated special agreements with computer manufacturers for government contracts

Prior Experience

State of New Jersey, Executive Branch

Senior Business Analyst

- Responsible for detailed requirement definition of large scale information systems
- Maintained major existing systems; debugged large COBOL programs.
- Supported users and management; provided documentation. Directed the activities of five data processing professionals, resulting in multi million annual cost recovery for the State of New Jersey.