Ira Warren Whiteside

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Summary:

- I am a Senior Data Governance, Big Data, MDM, PIM, Data Quality, Business Intelligence and Data Architect and have over 40 years of technical and management experience.

- On several occasions I have led entire organization in understanding and implementing Data Governance, MDM, PIM, data quality and BI including best practices methodologies for business requirements, business case justification and data driven architectures

- Made numerous appearances on web radio shows and panels for data quality, data governance and MDM (including DM radio, information management,).

Education: University of Akron, Majored in Computer Science (No degree 3 years).

Technical Skills:

Business Requirements: Business driven data requirements utilizing proven methodology and simple deliverables to drive client requirements from high-level to low-level technical requirements

Data modeling: Logical, Third Normal Form, Boyce-Codd,(4NF) OLTP, staging, dimensional modeling. Erwin, Embarcadero and Visual Studio

Language: Visual Studio 2005/2008, C#, VB Net, OLAP MDX, .Net 3.5, T-SQL, PL/SQL, Data Stage, COBOL, Assembler and JCL

Database: Oracle 9i &11g Microsoft SQL Server 2005/2008/2012 DB2, VSAM, ISAM, SQL Server, DBMS, MS Access. IBM IMS/CICS

Big Data: Snowflake**,** AWS GLUE , Databricks/Delta Lakes, Tigergraph Database, Azure ADF

Video Presentations/Presentations:

Information Governance Billions of Years in the Making - "Data 2020: Are You Ready?"
https://events.bizzabo.com/Data2020/agenda/speakers/505172

Implementing Metadata Mart the Road to Data Governance: https://youtu.be/oybvKB7kL9U

Data Governance NOT Instead Data Deciphering: https://youtu.be/ZtjunE0nCF0

LinkedIn: http://www.linkedin.com/in/irawarrenwhiteside

Twitter: http://twitter.com/irawhiteside

Web: http://irawarrenwhiteside.com and /http://blog.melissadata.com/data-quality-authority/

Blog: http://irawarrenwhiteside.com/ and

Publications: http://www.sqlservercentral.com/Authors/Articles/Ira_Warren_Whiteside/382777/

Professional Experience

Client: New Edge Technology
Duration: Feb 2021-Present – September 2022
Position: Technical Consultant

 Technical Consultant

Provide clients with consulting/strategy regarding Architect , Integration of data governance, data quality, BI architecture, data wrangling, data profiling, preparation for artificial intelligence capabilities

Client: FIS Global
Duration: July 2019 – Feb 2021
Position: Data Governance Lead

• Lead a team of Gartner Consultant Analysts and supporting team members in developing Data Governance Strategy, Documents and publishes appropriate data governance design principles and standards, position papers, blueprints, best practices, patterns and frameworks to implement Data Governance as a Service via Collibra

• Provided those capabilities so that our data governance partners have access to the right information

• Key technology partner to the Data Governance Steering Committee in the product group.

• Integrated Collibra – Tableau – Snowflake – AWS

Client: Perficient Senior Solutions Architect/PIM Strategist
Duration: July 2018 – June 2019
Position: Senior Solution Architect (SSA)/PIM Strategist ,

Team leadership, providing business consulting and technical architecture across multiple projects and assisting client and peers with strategies for implementing required business functionality. Advanced expertise in architecting inRiver solutions, including best practices in coordination with enterprise data governance, mdm and data quality efforts. Specific inRiver experience in Inbound, Outbound, Specifications, Intelligent Linking, Workflow automation, etc.

Recent blogs: <u>The Secret to PIM Implementation: A Business-Driven Approach</u>
        also <u>Avoid Conflict for Positive Profit: Data Governance with InRiver</u>

Client: Nuedesic
Duration: November 2017– July2018
Position: Principal Consultant Data Governance MDM / BI / Big Data Architect

Leads clients in implementation of an Enterprise Data Fabric leveraging data virtualization(Denodo) to provide data as a service(DAAS). Encompassing Data Governance(Collibra), Data Analytics Center of Excellence and MDM - Master Data Management(Profisee) as well as incorporating Microsoft Azure Data Factory for Data Lake . Azure SQL Data Warehouse and Cloudera.

Client: Cognizant Technologies Inc
Duration: April 2014 – September 2017
Position: Data Governance MDM Practice Architect / BI Architect

<u>Boston Private Bank & Trust</u> - Lead cross organizational team of Cognizant members and Boston Private employees and understanding implementing data governance at thee level

<u>McDonald's</u> - Lead MDM/MDS Knowledge Transition,. Guide and team in applying best practices regarding Microsoft MDS/ SSIS\SSIS as well as .net C# and supporting employee ID creation, menu support, banking support as well as location. Emphasis on using a Business Driven, Metadata Driven and Data Quality centric approach incorporating .Net, SSIS, with particular emphasis on business requirements.

JBHunt Trucking - Project Manager & MDM/MDS Architect. Guide clients in Legacy Modernization as well as designing and implementing Microsoft MDS / Profisee Solutions. Emphasis on using a Business Driven, Metadata Driven and Data Quality centric approach incorporating .Net, SSIS, SSAS with particular emphasis on business requirements using Agile/Extreme Scoping. Dimensionally oriented as well as data profiling and code generation techniques within the Microsoft environment. Ultimately providing a custom design for MDM utilizing fuzzy matching and Melissa Data address correction capabilities with custom subscriptions and directly interfacing with Java clients for the IoT.

Citrix SAAS - Lead effort in educating client in data governance approach, utilizing guerrilla MDM(Dimensional Data Modeling) techniques for tactically achieving data governance Data Quality and MDM Assessments for clients. Currently project manager for implementing MDM within Citrix SAAS organization for salesforce/customers utilizing Informatica - Cloud MDM(Formerly Data Scout), Trillium and Informatica Data Quality & Informatica Cloud

Florida Blue - Data Quality Architect. Guide client in designing and implementing. Informatica Data Quality Solutions. Emphasis on using a Business Driven, Metadata Driven and Data Quality centric approach incorporating IDQ Data Profiling Warehouse This project incorporates the application processes and tables required to support the Metric Decomposition Data Quality Process. The objective is to use integrated data profiling and error results and link them to the Business Metrics Business Categories or Dimensions captured and maintained in the Informatica Meta Data Manager. This process will rely on a proven business requirements methodology known as Metric Decomposition. The underlying application is a straightforward Business Intelligence application architecture relying on a dimensional model containing fact and dimension tables and a corresponding IDQ Mapping to load each table. The functionality includes Data Profiling, Gartner Data Quality Dimensional Scorecard, Business Use Case Analysis, Business Rule Development. The end result will be a lowering of the effort and cost to improve Florida Blue Business Metric accuracy and overall data quality score. The data model will be fed primarily from two sources the Metadata Manager and the IDQ Profiling warehouse. Lead Client in developing dimensional model for analytical reporting based on staging model for extraction.

Nike - Senior Manager- MDM Architect/Functional Consultant. guiding client in designing and implementing. Informatica MDM Solutions. Emphasis on using a Business Driven, Metadata Driven and Data Quality centric approach incorporating IDD and Workflow with particular emphasis on business requirements using Agile/Extreme Scoping. Dimensionally oriented as well as using data profiling(Informatica) and also Business Requirements templates specifically designed for Informatica. Complete review of logical data model and master data model which is dimensionally oriented based on utilizing data analysis and data profiling techniques for relationship and domain validation

Brinker International - Senior Manager- MDM/MDS Architect. Guide clients in designing and implementing Microsoft MDS / DQS Solutions. Emphasis on using a Business Driven, Metadata Driven and Data Quality centric approach incorporating SSIS, SSAS with particular emphasis on business requirements using Agile/Extreme Scoping. Dimensionally oriented as well as data profiling and code generation techniques within the Microsoft environment. Lead clients through requirements for a logical and dimensional data model. Focused on creating a master data model based on a logical master entity model as prescribed by John Owens.

Client: Halo

Duration: October 2012– January 2013

Position: Director Technology and Business Development

• Consult with iQ4bis clients and prospects for their data warehousing and BI requirements.

• Contribute to the internal product improvement process, based on their first-hand customer- and prospect-facing experience with the iQ4bis product suite.

• Represent the iQ4bis technical environment in pre-sales events to prospects, partners and extending product and services to existing customers.

• Establish a professional and trusting relationship with customers and prospects.

• Design data quality and data profiling improvements for implementation in Halo BI

Client: Insurance Company - Sentry Insurance Stevens Point, WI

Duration: Jan 2003 – May 2004

Position: Microsoft BI / Managing Data Architect

• Served as Project Manager and Technical Lead for 6 million dollar Enterprise Data Warehouse. Data Modelers(3), Lead Technical Team (10) and Business Analyst (5) in implementing iterative methodology, establishing technical architecture and selecting Metadata, Data Profiling, RDBMS, Microsoft SSAS Analysis Services and SSIS ETL tools.

• Lead team in evaluating IBM IWW Insurance Data Models. Mentor team in implementing Data Profiling facilitated Data Modeling methodology.

• Mentor team in developing component based ETL application using common components (.Net, Infragistics and eCartography).

Client: Ohio Bell, AT&T and Ameritech.

Duration: 1974 – 1996

Position: Technical Director

Analyst/Technical Director Lead Manage and Budget team of 31 developers and consultants in developing and supporting Financial Cost, General Ledger and Marketing applications and data models

The Information Value Chain

A Business Driven Approach to Achieve a Technology Advantage

 https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FBm5tAl7E-5Q&data=02%7C01%7C%7C2a8360d7ad7b49cc695508d71ce38458%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C637009635807481290&sdata=rvxwJQMfl7%2BWlqpb579bDjWaCRKpvuFBbds6VU3QsE4%3D&reserved=0

Implementing a Metadata Mart on the Road to Data Quality / Data Governance

https://www.linkedin.com/pulse/implementing-metadata-mart-road-data-quality-ira-whiteside

Data Governance NOT Instead Data Deciphering

https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FZtjunE0nCF0&data=02%7C01%7C%7C08a6505cce1f41da26a308d71c79c1f5%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C637009181571529665&sdata=AE16yLN2oUumqkGitlRWtWwYA8Xx9wvqXHnCJLz5WvU%3D&reserved=0

Automating Data classification with Collibra via the Information Value Chain

https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.linkedin.com%2Fpulse%2Fautomating-data-classification-identification-value-chain-whiteside&data=04%7C01%7C%7C014e654956124e8d866f08d8c8854866%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C637479822049731311%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=xvzyjNWGVcdGjQECmDUuZsmZh%2FL2Uj0qauIqw5gHk4o%3D&reserved=0

Data Scoring and the Advent of Serverless Capabilities – Athena, Bigquery

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MDM, Data Quality, Machine Learning and Creating the Information Value Chain

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