

DON MICHAEL BERNAL, MBA

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DATA MANAGEMENT | DATA INTEGRATION | DATA GOVERNANCE IN DATA WAREHOUSE (DW) & BUSINESS INTELLIGENCE (BI) ENVIRONMENTS

Data and information management professional with more than 9 years of experience building and deploying data integration solutions in analytic environments. Demonstrated contributions designing and implementing source strategy, data models, and ETL structures. Thoroughly experienced with testing methodologies, troubleshooting, and timely product delivery. Adept at creating a culture of learning and growth — actively promotes and enhances individual and team capabilities. Natural mediator, who calmly resolves even the most complex issues to keep projects on track.

Continuous learner, who stays informed about latest technology industry news, trends, products, services, competitors, and relevant existing and emerging technologies.

Achievement highlights at Blue Shield of California include:

- **Served as the driving force to move critical benchmark report in-house**, eliminating the need for an expensive third-party vendor with escalating costs. Saved an annual \$1M.
 - ◆ Initiated project by developing a proposal to create and maintain reusable code in-house.
 - ◆ Collaborated with Medical Informatics group to gain full management buy-in.
- **Saved \$20M annually by building and implementing under budget Crystal/ Oracle solution** to automate capitation payment exceptions and reduce write-offs; delivered project ahead of schedule.
 - ◆ Opened up communications with frustrated sponsor to turn around troubled project.
 - ◆ Positioned a junior analyst to replace underperforming consultant by guiding him through gathering requirements, conducting user interviews, creating use cases, and designing reports.
- **Conducted rigorous analysis of data management, integration, and quality tools** to select best fit vendors for new DW program. Led team to implement solution that became workhorse for on time information delivery.
 - ◆ Overcame resistance to change by inviting internal thought leaders to create rollout plan and define the core of the architecture. Produced individual buy-in that expedited implementation of Enterprise SAS and significantly increased participation within the analyst community.
 - ◆ Integrated vendor's model and technologies into DW environment, preparing new servers and ensuring access to potential source systems in vendor's environment.
- **Served on technical advisory board as data management representative.** Worked collaboratively to determine proposal feasibilities by creating high-level work breakdown studies to evaluate projects; reviewed and approved technical requirements and proposed solutions.

"Don Bernal worked for me as a Data Warehouse & Business Intelligence Engineer. He achieved a number of objectives that were remarkable:

- ✓ *Installed, configured and administered a large Crystal Reports cluster for OLAP and Predictive Analytics reports.*
- ✓ *Conducted deep data analysis and provided valuable recommendations on ETL code applications moving large data volumes.*
- ✓ *Added value to numerous Business Analytic projects, involving the cost of health care: demographics, providers, and treatment."*

Manager, Shared Data Services, Blue Shield of CA (recommendation on LinkedIn)

Core Strengths in:

- ◆ Project & Program Mgmt
- ◆ Data Integration / ETL
- ◆ Data Analysis & Design
- ◆ Team Leadership & Direction
- ◆ Business Process Analysis
- ◆ Resource Allocation
- ◆ Data Quality & Data Mgmt
- ◆ System Architecture
- ◆ Requirements Gathering
- ◆ Feasibility Analysis
- ◆ Business Process Modeling
- ◆ Business Case Justification

PROFESSIONAL EXPERIENCE

Took extended sabbatical to explore career change and care for an aging parent. 2007 – Present
Camp Counselor & Volunteer, R.O.C.K. (Real Options for City Kids), San Francisco, CA, 2006 – Present
Create a safe, fun, and supportive learning environment for at risk youth. Provide opportunities for children to learn and build positive relationships with adults and peers.

Elementary School Teacher, School of the Epiphany, San Francisco, CA, 2009-2011 school year
Created an interactive and fun environment to encourage learning for 6th – 8th grade English students.

ETL Program Manager/BI Services Lead, BLUE SHIELD OF CA, San Francisco, CA 2000 – 2007

Led data integration function of an enterprise data warehouse, including critical mediation with several large vendors. Managed ETL operations for Operational Data Store (ODS), web repository, System of Record (SORs), data marts, and data warehouse. Managed 3 staff members plus vendor and project consultants. Served as liaison between senior management and stakeholders.

- Completed major Operational Data Store (ODS) redesign project on time by rallying team of data modelers and analysts to collectively architect new model that was vital to company's competitive position. Led a new offshore development team to establish a data feed to enterprise portal and significant external partners such as CalPERS and Blue Cross Blue Shield affiliates.
- Developed from the ground up an overall ETL architecture, infrastructure, and methodology. Created and drove standards, processes, and procedures for managing data architecture and delivery, including Service Level Agreements (SLAs) and business continuity/backup and recovery.
- Served as point of contact for all escalated Tier 2 issues by owning Tier 3 support, triage, analysis, and resolution of data issues and BI tool incidents. Managed end-to-end using Remedy Tracking.
- Partnered with major vendor, Informatica, to create a commercial product based on HIPAA (Health Insurance Portability and Accountability Act) knowledge. Delivered transaction solution that included data models (conceptual, logical, and physical) and transformation rules.
- Resolved a critical problem with Crystal servers, preventing threatened delay in next-day launch of DW. Assumed ownership of BI applications to remediate risk of future server problems.
- Key member of new IT team as the business evolved from entirely outsourced model to combined environment of in-house and outsourcing resources. Quickly responded to challenges by:
 - ◆ Generating internal business after convincing team to function as a start-up organization. Organized a 2 day data conference to "beat the drum" and gain enterprise recognition.
 - ◆ Identifying critical SMEs and decision drivers who helped to create an online data dictionary for shared metadata and common definitions that evolved into a training tool for new analysts. Provided impact analysis of poor data quality and spurred the business to advocate the need for specific oversight policies for data governance.
 - ◆ Actively networking and identifying opportunities for collaboration and data sharing between lines of business. Achieved quick wins from end-user experience improvements, quantified the business benefits achieved, and evangelized results to increase support.

IT Systems Engineer, ADVANCED MICRO DEVICES, Sunnyvale, CA 1998 – 2000

Hit the ground running as the new and only developer/administrator to expand subject areas, administer Informatica tool, update and regenerate data marts, and get database code ready for Y2K. Developed, tested, and deployed data marts (Sales Bookings, Billings, and Backlog, as well as Order, Procurement, and Accounts Payable.)

Software Quality Engineer, SYNOPSIS, Mountain View, CA 1997 – 1998

Within a few weeks of hire, cleaned up customer service database and implemented low maintenance processes in support of company's customer delight campaign. Supervised database administrator, created status reports for senior management, and conducted new software engineer orientation classes.

EDUCATION & PROFESSIONAL DEVELOPMENT

San Jose State University, San Jose, CA

Executive MBA, 2001

BS in Management Information System (MIS) and Marketing, 1998

Technology Profile

BI & Reporting Tools:	Business Objects (Crystal), SAS Business Intelligence Suite, PeopleSoft, Brio, FileMaker Pro, SQLStation, SQLNavigator, Baan
Data Management/Data Integration:	Informatica PowerCenter, DataStage, Oracle, Data Flux, TestDirector, Remedy, PowerDesigner, System Architect, Erwin
Languages/Scripting:	Visual Basic, SQL, PL/SQL, HTML, Korn Shell, Perl, Oraperl, XML, COBOL
Servers & Operating Systems:	UNIX, Windows, Linux, DOS, SMS (System Management Server), Sun Solaris 2.6/2.7/2.8/2.9, SunFireV890/f6800/440/V240, IBM RS/6000 S70A, AIX version 4.3, Digital V4.0D, DEC 8200, Hitachi 9960/9980
MS Office Applications:	MSPProject, Silver Run, PC Anywhere, Adobe Photoshop, Visio, Eudora Pro
Professional Development Courses:	Business Intelligence, Data Warehousing Design, Data Integration, Query & Reporting, Business Process Modeling, and Project Management