

Jennifer Albu

Oracle Data Warehousing and Business Intelligence Expert

Profile

Jennifer Albu is a Principal Consultant with Rittman Mead Consulting.

With over 20 years in IT, she has had a variety of experiences including working as an OLTP and OLAP developer, business analyst, designer, data modeller, data architect, QA tester, solution architect, technical writer, computer skills trainer, business process re-engineer, master and meta data analyst, design authority and project leader. Her 10 years of DW & BI field experience encompass all phases of data warehouse development from conception and requirements elicitation right through to support and maintenance.

Most recently she has worked on projects to build data warehouses for The British Royal Mail, Nortel Networks, and Time Warner Cable as well as working for two years in the role of project leader for support and maintenance of the Effem Food's North American Data Warehouse.

She possesses a considerable innate ability to quickly build strong and long lasting relationships within her own team and with her clients. Jennifer has an impressive and proven track record of identifying synergies and working within the existing boundaries to achieve project deadlines. She has the insight to approach every problem both from a technical and a business oriented point of view.

Jennifer's operational experiences in projects within the UK, Canada and The United States demonstrate her ability to work with diverse groups of people.

Technical Skills

Languages:

Oracle SQL	12 years
Sybase SQL	2 years
MS SQL Server	3 years
Business Objects	4 years
Informatica	5 years
Visual Basic	3 months
MS Access	1 year

Skills:

Data Migration	2 years
Data Warehousing	11 years
Project Management	4 years
Training Delivery	4 years
Quality Re-engineering	2 years
Sales & Sales Support	4 years
Application Development	20 years



Experience

Rittman Mead Assignment details

EuroControl – Document Management Integration Project

Period: 11/2008 - Present

Project Lead: developed a functioning prototype of a document management application using Oracle, OWB and OBI EE that was integrated into the web portal environment. During this three month project Jennifer was responsible for all aspects of the project delivery. She performed requirements gathering and business analysis which resulted in delivering an agreed upon scope, the project plan and the functional requirements. Jennifer co-ordinated a team of JAVA and JSR168 developers but undertook the creation of the ETL routines, BI Server metadata layer and the OBIEE reports and dashboards herself. The project was delivered successfully, ahead of time and under budget.

Previous Employment

Employer: Computer Science Corporation C&SI

Period: 4/2007- 10/2008

Department of Health - BI Strategic Platform project

Solution Architect: designed the long term Business Intelligence Strategy including the Information Governance Framework. Presented the findings to the Department of Health BI Strategy Board and won the go ahead for CSC to implement a three-year Information Management Roadmap project.

Royal Mail Group – Data Warehouse Team

Design Authority: supported the existing data marts and gathered requirements for additional data marts. She worked as design authority on all aspects of the new data mart projects, liaised with members of architecture team to ensure that systems were architected according to data warehouse best practices.

Jennifer worked closely with the client, development, testing and support teams to reshape existing processes and liaised with the strategy team to ensure that on-going project aligned with the long term Corporate Information Management Roadmap. She also participated on the Master Data Management and Data Governance projects.

Employer: Knightsbridge Consulting

Period: 3/2006 –3/2007

Time Warner Cable - Customer Value Creation Data Warehouse

Business Analyst/ Data Modeller: completed an analysis of the existing reports, determined the required entities and attributes and their sources, and aided in Scope and Level of Effort determinations. Architected logical and physical data models for the Billing Transaction Data Mart with three levels of aggregation to support efficient drill down and data mining.

Employer: Resource Information Systems

Period: 3/2004 – 3/2006

Effem – North American Data Warehouse

Team Leader: Developed and executed project deliverables and schedules, created and executed internal and end user testing plans, organized and coordinated team efforts and priorities. Coordinated efforts of all support groups including Unix support, the Oracle DBA team, and others in order to provide seamless one stop support to the end user community.

Quickly got up to speed on supporting a large complex mature data warehouse environment, with over 1000 batch sessions and 2000+ end users. Reduced the number of call-out incidents by 87.5% from P1 to P13. This was accomplished primarily by moving from a 2 tier to 3 tier environment during the first quarter of 2004,

implementing a promotion process for the development team to follow and eliminating 98% of the repeat errors that were occurring regularly each week.

Adapted the existing Application Support and Maintenance methodology developed by RIS for legacy mainframes so that it could apply to the data warehousing arena. Tracked all 2004 issues in Track 24/7 database and created the year end Stewardship Report for the client. This report provides key performance indicators of the support effort, thus enabling the client to carry out required governance activities.

Employer: Self Employed
ING Direct

Period: 10/2003 – 3/2004

PowerMart Consultant: Designed and built Extract, Transformation and Load processes to populate star schemas for Customer and Account analysis. Increased the performance of the Householding algorithm by 20 fold over two days.

Built metadata layer and reports in Informatica's PowerAnalyzer front end.

Worked with warehouse developers and business analysts to determine and document processes in order to align with level 2 of the SEI's Capability Maturity Model.

Employer: Self Employed

Period: 8/2001 – 9/2003

Imperial Oil – Legacy to SAP Migration

PowerMart Consultant: Designed and built an Extract, Transformation and Load process to migrate data from 2 legacy mainframes into SAP R3. Legacy data files were ftp'd from 4 source systems and transformed into 30 SAP format files using Informatica's Powermart and a series of SQL stored procedures. Legacy data was passed from the staging area through integrity checking, filtering, cleansing, and address parsing phases before being transformed into SAP R3 objects. The objects then went through a SAP sanity check and the surviving records were concatenated into files and ftp'd to SAP.

Designed data models for the staging area, normalized data storage and SAP object holding area.

Created 8 environments including production as well as silver and gold copies, enabling the DBA to be able to rollback to a previous release within 6 hours. Developed all promotion and testing processes for these environments.

Employer: Self Employed

Period: 4/2001 – 7/2001

Goldman Sachs

PowerMart Consultant: Started a design for an Extract, Transformation and Load that would have populated a costing warehouse for the finance department. The project was cancelled after 4 months.

Employer: Self Employed

Period: 1/2000 – 1/2001

Nortel Networks – Engineering Change Data Warehouse

Team Leader/Warehouse Architect: Revisited and updated analysis and design documents with end user clients, developed and executed project deliverables and schedules, managed the release cycle, created and executed internal and end user testing plans, organized and co-ordinated team efforts and priorities. Established a simple iterative methodology for the project that included controlling change requests, determining the contents and time estimates of each release, publishing design specifications, documentation and user acceptance testing plans for each release.

Redesigned the existing warehouse in such a way that the original end user reporting requirements could be satisfied with Business Objects. The new design incorporated a staging area, operational data store and three

datamarts containing aggregated multi-dimensional cubes. Data models were created in ERWin using Ralph Kimball design standards.

Designed a simple modular Extract, Transformation and Load that was implemented in UNIX shell scripts and Oracle stored procedures. Data files were ftp'd from 17 source systems and loaded into the staging area with Oracle SQL*Loader.

Created three universes off the datamarts and two from the operational data store. The later provided reporting opportunities of greater detail than were supplied in the datamarts. These reports had greater execution times and were batched to the Broadcast Agent to be run overnight. Created over twenty reports in the full client and Web Intelligence reporting tools.

Created a suite of parameter fields that could be linked together to create the complex parameter screens required by the end users. Trained the end user prime so that he would be able to create these parameter screens himself.

Planned and managed execution of backup schedules and recovery testing. Co-ordinated extract windows for all 17 source systems. Designed protocols for warehouse closed and "As Of Yesterday" scenarios.

Employer: Compuexcel

Period: 9/1998 – 1/2000

PowerMart Consultant: Fulfilled contracts primarily in the Insurance Vertical Market ranging from a few days to a few months working in Business Objects and Informatica.

Zurich Reinsurance: Designed a datamart to assist the business in performing measurements around the quantity and quality of riders associated with each type of policy.

Canada Life: Worked on data modelling team to design the data warehouse architecture.

Munich Reinsurance: Designed and built a suite of reports for the Reinsurance Datamart.

Business Objects Trainer: Provided public and on-site 5-day training courses on Business Objects v4 and v5 throughout North America. Consistently evaluated at 4 - 5 points out of 5. Developed courseware for new courses and modified existing courseware for clients who preferred to have their own data used in course examples and exercises.

Employer: GE Capital Information Services

Period: 7/1997 – 9/1998

Programmer/Analyst: Analyzed who was using which reports and why, also which reports were being modified the most frequently. Answers to these questions were then utilized to begin planning what data should be incorporated in the warehouse.

Designed, built, and implemented a datamart for the purchasing department. This datamart enabled purchasing to collect metrics on backorder fulfilment and out of stock levels. Using Six Sigma methods was able to improve the purchasing department's deliverables to the rest of the organization.

Wrote the purchasing extract using a set of modular Oracle stored procedures. Created a Business Objects universe and over 10 reports.

Worked with the Hyperion team to design the extract from the OLTP source system to the Hyperion server. Wrote the extract using Oracle stored procedures.

Developed and implemented a Change Control Process as part of GE's Six Sigma Quality Initiative. This green belt project focused on stream lining the number of requests coming from the end user population into the IS department. By controlling what was changed, when, and by whom the business was able to gain more control over IS resources and costs. Upgrade Planning: Planned and executed the upgrade from Business

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Objects v3 to v4. This effort required co-ordinating over 100 end users as well as IS resources over a two-week implementation period.

Education

Jennifer holds a Bachelor of Arts degree with a Computer Science major. She has obtained Baseline Personnel Security Standard (BPSS) clearance.

Skills and Professional Development

Industries / Markets

Jennifer has worked with organisations in both the government and commercial sectors. Her expertise is predominantly designing and building data warehouses for manufacturing, food distribution, oil & gas, and high tech.

Skill Set

- People management: Strong leadership skills and a team player.
- Client relationship: Superb interpersonal capability, reliable & trustworthy.
- Business change: SME on BI methodologies as well as business process engineering.
- Project and programme management: Full lifecycle project management from initial requirements definition through implementation.

Courses Attended

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| • Oracle BI Apps | 2009 |
| • Oracle BI EE | 2008 |
| • Oracle Warehouse Builder | 2008 |
| • Informatica PowerCenter 6 Level II | 2003 |
| • Informatica Intro to PowerMart | 2001 |
| • Six Sigma Quality Green Belt | 1998 |
| • Introduction to Business Objects | 1997 |
| • DMR Productivity Plus | 1995 |
| • Train The Trainer | 1994 |
| • UNIX System Administration | 1989 |
| • Oracle Advanced | 1989 |
| • Oracle Database Administration | 1988 |