

Dave Mausner

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INFORMATION MANAGEMENT LEADER AND INNOVATOR

Information architect with 20 years of experience in performance measurement, data warehouse design, and IT cost reduction. Concentrated on increasing profit by identifying and mitigating risks through more effective use of corporate data reporting and governance. Consistently improved business intelligence access for knowledge workers and decision makers.

- Hands-on executive in data warehousing, data mining, business intelligence, and visualization
- Director, consultant, architect, and developer of technology and analytical solutions in banking, insurance, manufacturing, transportation, telecommunications, retail, and healthcare industries
- Leader and administrator of development, support, and consulting teams employing both in-house and off-shore resource models of up to 100 staff
- Sharp skills in database and Internet process design, governance, and compliance
- Skillful writer/presenter of proposals and persuasive technical literature

PROFESSIONAL EXPERIENCE

ACQUITY GROUP LLC, Chicago July 2008-Present
Privately-owned marketing consultancy. Specialists in strategy, technology, and creativity, Acquity conceptualizes and builds clients' brands; and enables, extends, and elevates their businesses. Recognized by Crain's Chicago Business as one of Chicago's top-50 growth firms.

Director—Business Intelligence

Business intelligence thought leader, with a focus on practice definition, business development, and project management.

- **Architecture:** Chief architect and implementer of customer profile warehouse for Publishers Clearing House, comprising tens of billions of customer performance records.

WEST MONROE PARTNERS LLC, Chicago December 2007-June 2008
Employee-owned specialty consultancy. Practices in enterprise system analysis, M&A due diligence, financial systems, customer solutions, digital infrastructures, and software integration.

Senior Principal—Business Intelligence

Business intelligence thought leader, with a focus on practice definition, business development, and project management.

- **Architecture:** Chief architect of commodities-trading firm data warehouse combining statistical and financial facts of exchange transactions, fee revenues and expenses. Source data combined from Sungard® GMI files. Created Microsoft SSIS transformations and SSAS hyper-cubes for operational and financial analysis.
- **Vendor management:** Devised an RFI-based business intelligence vendor selection scorecard process and scoring algorithm for a large bank. Scoring technique accounted for segmentation of banker skills and software feature requirements.

ABN AMRO/LASALLE BANK, Chicago (Bank of America since 2007) June 2005-June 2007
LaSalle Bank Corporation, a subsidiary of Amsterdam-based financial services giant ABN AMRO, has over \$72 billion of assets, and more than 135 branches in metropolitan Chicago.

Vice-President—Business Intelligence Practice

Created business intelligence analytical reporting and delivery systems. Senior design and architecture liaison between banking businesses and IT for assessing reporting and data warehouse infrastructure needs. Managed bank and consulting staff up to 100 (combined on/off-shore).

- **Infrastructure:** Project manager and designer of Business Intelligence Shared Service, a complex of computing resources for bank-wide data transformation and Web-based data warehouse presentation. Reduced per-project system development costs from \$1M down to \$250K, and report delivery time from one year down to one month, by creating corporate shared services for data transformation and report visualization.
- **Development:** Reduced development and licensing cost by \$15M, by migrating 40 Internet data warehouse applications, comprising 24 bank business units, including bank finance, security audit, credit risk, retail services, commercial loans, and marketing into common platform.
- **Staff management:** Increased user productivity by 75% and reduced IT service calls by 50% by creating a common, distributed expertise model across IT and businesses.
- **Project oversight:** Averted estimated \$1.2M cost overruns and redundant development effort by improved coordination of parallel project tracks.
- **Vendor management:** Negotiated reduced-cost, fixed-price, off-shore vendor contracts, from in-house estimated \$500K, down to \$100K.
- **Architecture:** Chief architect of central data security warehouse, comprising 684 relational database sources, three database engine types, two computer platform types, and a terabyte Oracle10g target. Also designed connection management database and Web data-entry utility. Delivered results \$1M below budget through a data warehouse system design which reclaimed extant, under-utilized computing resources.

DAUGHERTY BUSINESS SOLUTIONS, Oak Brook IL

September 2002-June 2005

A private, St. Louis-based IT consulting company of 500 professionals providing data warehouse and e-commerce solutions to a broad spectrum of industries for over 20 years.

Engagement Manager—Data Warehouse Practice

Promoted from Senior Consultant to Engagement Manager and served as client satisfaction manager and quality overseer. Originated proposals and marketed data warehouse solution projects to clients.

- **Architecture:** (at LaSalle Bank) Designed terabyte marketing intelligence data warehouse with Internet user interface, allowing client to identify customer banking behavior and prevent \$2-million/year defections.

Senior Consultant—Data Warehouse Practice

Consultant and lecturer in the most effective data technology solutions, relational data models, answers for data connectivity issues and recommended project planning and cost estimation approaches.

- **Compliance:** (at Kraft wholesale foods div.) Developed Sarbanes-Oxley compliance data warehouse to enable CPG manufacturer to meet federal regulations and control compliance processes (MS-SQL engine).
- **Design:** (at Washington Mutual Bank) Supervised design and project planning for retail mortgage origination reporting data warehouse and mortgage metadata repository (Oracle engine).
- **Modeling:** (at Norfolk-Southern Railroad) Created freight railcar scheduling and inventory data warehouse (Teradata engine).

BRAUN CONSULTING, Chicago (Fair Isaac since 2004)

April 1994-April 2002

Consultancy in data warehouse, analytical applications and e-commerce systems to Fortune 1000 companies. At its peak, it had 13 branch offices with 335 staff and revenues of \$80 million.

Director—Business Intelligence Practice

As head of branch and department supervised staff of 20 consultants. Performed project resource assignments, staff evaluations, set performance objectives, salary and bonus levels, training budgets. Lectured diverse audiences in quality management, data warehouse architectures, and design of the Internet topics.

- **Marketing:** Landed \$820,000 of new data warehouse consulting business in first six months of mid-range government vertical market pursuit.

- **Management:** Staffed and supervised warehouse and reporting applications worth \$20 million.
- **Architecture:** (at State of Vermont) Project manager and designer of state judiciary criminal court records data warehouse (Oracle engine) and Internet user interface, including computer systems, software, and training.
- **Architecture:** (at American Zoological Association) modeled a national technology infrastructure, operational and data warehouse architectures, process revisions, and change management scenarios affecting 180 zoos and aquariums in North America.
- **Design:** (at Akzo-Nobel Organon div.) Designer and account manager of drug marketing and pricing data warehouse (Oracle engine).

Senior Manager—Data Warehouse Practice

Performed as project architect, project manager, development lead engineer, and sales engineer in data warehouse and analytical reporting engagements.

- **Sales engineering:** Won over \$1 million in new business, selling consulting team approach for an insurance personal lines group. Saved client over \$100K/year in licensing fees by consolidating databases on fewer platforms.
- **Modeling:** (for General Electric Industrial) Created data warehouse assessment and modeling standards and practices manual. Included generic framework for nomenclature, collection of business rules, source data extraction and transformation, modeling, and deployment.
- **Modeling:** (for Wisconsin Central Railroad) Created data warehouse and reporting infrastructure for railcar leasing operations.
- **Architecture:** (for Motorola) created financial subject-area data warehouse (Oracle engine) fed from point-of-sale binary data stream interfaces and Oracle Purchasing and Inventory. Created data consolidation strategy and client-server software rollout strategy. Served as acting Oracle database administrator during development phases.
- **Modeling:** (for CST/Star) designed data warehouse (Oracle engine) for paper products manufacturing financials.
- **Architecture:** (for Spiegel Catalog) designed data warehouse (Oracle engine) for credit card transaction analysis. Included recommendation on system architecture and storage sizing.
- **Design:** (for CNA Personal Lines) designed data warehouse for agency financials. Re-hosted 100-Gb customer database from mainframe Teradata to Unix Oracle.

VOLUNTEER EXPERIENCE

WONDERWORKS A CHILDREN'S MUSEUM, Oak Park IL

April 1994-April 2004

A learning and activity center for children up to 9 years old, featuring touchable and interactive exhibits teaching the environment, the imagination, and fun technology. Has 1000 paid members and 25,000 visits/year.

Software and Network Infrastructure Manager

Designed and installed wireless network for operational computing and management. Created the Web-service, multi-station point-of-sale, rules-based member-visitor museum admissions system software and operational database design. Used LAMP technology. Delivered this system at no cost to several other children's museums around the US.

EDUCATION

Northwestern University, Evanston (Computer Science)

PUBLICATIONS

Tech Talk (monthly columnist), *The Braun Consultant*, 1999-2002
 Business Intelligence Checklist, *Beyond Computing*, Jan./Feb. 2000
 The Overnight DBA, *Midwest Oracle User Group Newsletter*, Sept. 1993

LANGUAGES C, C++, CSS, (D/X)HTML, JAVASCRIPT, PHP, PL/SQL, SQL
SYSTEMS LINUX, UNIX (HP, IBM, SUN), WINDOWS®
DATABASES MYSQL®, ORACLE®, MICROSOFT® SQL SERVER 2005

SOFTWARE

BUSINESS OBJECTS[®], CA/HARVEST[®], ERWIN[®], ER STUDIO[®], IIS,
INFORMATICA[®], MERCURY[®], PEREGRINE[®], TOAD[®], TOMCAT, SQL
SERVER INTEGRATION SERVICES & ANALYSIS SERVICES, AJAX, JSON