Dr. David A. Rogers

Remote or Hybrid Denver or DFW Metros ▪ 972-658-7194 ▪ dave@directionaldata.net ▪ www.linkedin.com/in/drdaverogers ▪ www.DrDaveRogers.com

Transformative Data Analytics / Data Strategy Leader
Business Intelligence ▪ Data Engineering ▪ Data Architecture ▪ Data Governance

Summary and Career Highlights

20+ years of proven success providing data analytics and business intelligence capabilities in dynamic environments to help drive growth companies spanning the retail, restaurant, and financial services industries. Consistently delivers results by understanding business objectives, focusing on the big picture, and innovating effective solutions. Expertise in analytics, technology architecture, and statistics.

Engagement with Senior Leaders to Align Data Initiatives to Business Strategies – Misalignment with company objectives limits data impact. Broad and deep relationships with business leaders are essential to influence roadmaps and project planning. Achievements:
- Transformed relationships with key constituencies at Raising Cane's from combative silos to a collaborative matrix structure by developing relationships, forming cross-functional teams, understanding challenges, driving alignment, and innovating solutions
- At RenRe Insurance, learned the insurance business quickly by meeting with Underwriting, Claims, and Actuarial, leading to a refocus of the development teams to improve data accessibility and utilization

Deliver Business Analytics Which Guide Decision Making – Business acumen is critical in guiding analytics initiatives to enable data driven decision making. Effective communication and presentation skills along with technology architecture skills informed by two graduate degrees in business drive business insights via technological capabilities. Achievements:
- Stabilized and optimized the data warehouse at Raising Cane's, then transformed analytics thorough development of analytical data sets, improved ad hoc data access, and creation of compelling, action-driving Tableau visualizations
- Operationalized insight into expanding order and service channels and their sales, traffic, and service speeds at Raising Cane's

Maximize Team and Platform Capabilities and Optimize Resource Spend – Data analytics teams often need structural and personnel improvement to optimize alignment and delivery. As infrastructure has evolved to cloud platforms and tools, analytics leadership must keep pace with technology change to support growth and add capabilities. Achievements:
- Modernized the data warehouse architecture at Raising Cane's, rebuilt the development team to leverage global resources, and reduced annual contractor spend by $200K while supporting 20% annual growth. Modernized outdated reporting dashboards with Tableau-based capabilities and converted our SQL Server-based Enterprise Data Warehouse to Snowflake on AWS
- At RenRe, restructured the development team to enable a $1/3$ reduction of headcount while ensuring improved delivery and supporting business expansion to new lines and partners
- Overhauled how reporting capabilities were delivered, and ad hoc analytics were enabled at Fannie Mae by providing a Sharepoint-based reporting portal and a centralized Credit Data repository

Engineer Data Reliability and Performance – Data analysis performance and data integrity result from understanding business priorities and driving data engineering, data governance, and data infrastructure accordingly. Achievements:
- Raising Cane's has grown from 250 to 850 restaurants and our BI team has ensured reporting and analytics delivery consistently through this growth while delivering information to business leaders two hours earlier than earlier SLAs
- Improved weekly reporting on-time delivery at Javelin by a factor of ten while reducing weekly processing times by two-thirds by overhauling ETL processing, the data warehouse architecture, and the development team

Work Experience

Raising Cane's Restaurants, LLC – Plano, TX
Sr. Director of Business Intelligence and Quality Assurance   8/2016 – Present

Led the company's data analytics systems programs in a highly dynamic environment, overseeing internal & offshore developers and consultants to deliver strategic data portfolio and solutions. BI systems facilitated growth from 250 to 850 locations.

- **Led multi-year data strategy**, creating development roadmaps for architecture, integration, and tools
- **Leveraged on- and offshore IT resources** to deliver industry-leading systems and support while reducing annual spend by $200K
- **Ensured operational excellence with best-practice** processes, systems architecture, compliance, maintenance, and security
- **Improved speed of service and customer satisfaction, labor, and chicken utilization** by designing and deploying dashboards to Business Unit leaders, Restaurant operators, Supply Chain, Marketing, Growth, and Training managers
- **Migrated Enterprise Data Warehouse to Snowflake on AWS**
  - 15 Tb Staging, Data Lake, and Dimensional EDW production databases
  - Managing data ETLT pipelines using SnapLogic
  - Reports and dashboards using Tableau
- **Built Quality Assurance team**, hired, developed, and operationalized a new IT function to ensure system integrity and data accuracy

Fannie Mae – Addison, TX

Director of Credit Data Services   1/2013 – 8/2016

Led a 25-person team of developers, analysts, and project managers for Analytics and Data Management to provide oversight of Loss Mitigation in servicing and real estate operations in the Residential Mortgage industry.

- **Reduced contract employee spend by 40%** by realigning teams, improving productivity, and increasing customer satisfaction
- **Reduced data access times by over 80%** by expanding, optimizing, and increasing the agility of Oracle and Netezza platforms
- **Led development** of Servicer Total Achievement and Rewards (STAR) program
- **Founded "Data Visualization" team** which developed high-performance and insightful analytics
- **Provided easy and direct access to comprehensive reporting** resources via a SharePoint-based Analytics Portal

Javelin Marketing Group, an Omnicom Company – Irving, TX

Director of Technology Operations   5/2011 to 1/2013

Managed agency's technical development operations to ensure client delivery. Delivered solutions to our clients and our agency network on time and budget.

- **Improved weekly reporting delivery from 10% to 90% while reducing ETL processing time from 12 to 4 hours** by transforming software developers into a collaborative team

Renaissance Reinsurance (RenRe Insurance subsidiary) – Plano, TX (Acquired by QBE The Americas in March of 2011)

Assistant Vice President Data Analysis & Development   11/2006 to 5/2011

Supported all insurance business functions including Underwriting, Claims, Legal Compliance, Accounting, and Predictive Analytics. Led all applications, data warehousing, reporting, and analytics development activities, optimizing databases and platforms.

- **Integrated data from 12 Program Managers and 5 Claims Partners** involving our 3 Carriers in 8 insurance lines of business
- **Reduced team headcount by one-third and salary / benefits expenses by $175K** while increasing productivity
- **Delivered advanced analytics leading a team of business analysts, developers, and contractors** using Microsoft SQL Server, Reporting Services, Analysis Services, Integration Services, SharePoint, Cognos, and Informatica
- **Organized annual 4-day internal tech conference**, with 50 presentations to 100 attendees and an Outward Bound-style activity

JCPenney – Plano, TX

Senior Project Manager Business Process Development   10/2003 to 6/2006

Headed team of business analysts assessing information needs, defining reporting requirements, and guiding IT implementations of reporting systems using Teradata and IBM DB2/EEE.

- **Improved management effectiveness and consistency** through process reorganization and use of business reporting tools
- **Led data mining and ad hoc reporting projects**, prioritizing projects improving financial and operational performance
- **Optimized data acquisition, management, and dictionary development** for more effective delivery of query and analysis

Additional Experience

Fleming Companies – Director Enterprise Decision Support – Lewisville, TX   2002 – 2003

The Home Depot – Sr. Manager Information Services – Atlanta, GA   1992 – 2002

NCR Corporation – Sr. Product Manager Retail Systems – Duluth, GA   1989 – 1992

Education & Training

Doctor of Business Administration – The University of Dallas – Irving, TX

- First in class to defend both Proposal and Dissertation while working full-time
- Won National Best Paper Awards every year
- Member, Sigma Iota Epsilon Management and Beta Gamma Sigma International Business Honor Societies

M.S. in Management / Business Administration (MBA) – Massachusetts Institute of Technology – Cambridge, MA

- MIS, Marketing, and Corporate Strategy. Thesis: Promoting Information Management in a Decentralized Corporation

B.S. Computer Science – The Florida State University – Tallahassee, FL

- Graduated with High Honors and Phi Beta Kappa in three years. National Merit Scholar and High School Valedictorian

Completed Snowflake Essentials and Amazon Web Services (AWS) Cloud Practitioner courses