

Roger Panfil

1107 Surrey Lane, Yardley, PA 19067

Solutions Architect / Project Manager / Business Analyst / Developer

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Introduction

Highly motivated, self-starting senior consultant with a deep information technology background. Experienced in the design, development and deployment of software solutions, applications and products. Proven track record in project leadership, managing to a budget, and orchestrating domestic as well as international implementations. Skilled Solutions Architect, Project Manager, Business Analyst and Developer for high-value business intelligence and data warehousing initiatives. Stresses cost effective technology-current solutions. Exceptional team player and team builder.

Summary of Qualifications

- ❑ Over 30 years of professional experience spanning projects involving **business intelligence, data warehousing, enterprise application integration, mobile, Web and client/server** technologies.
- ❑ Professional IT consultant performing in a variety of roles with billable hours since 2004. Subject matter expertise with a concentration in Healthcare accounts since 2014.
- ❑ Proven **personnel management and product development experience**. Leadership skills demonstrated against aggressive objectives, critical product delivery dates and complex application development projects involving the coordination of diverse groups of personnel towards common goals.
- ❑ **Application development experience** with all Information Builders' technologies (WebFOCUS, FOCUS, EDA/SQL, iWay and Maintain) as well as COBOL, Natural/ADABAS, SMALLTALK (Object Oriented).
- ❑ Strong **data modeling & data design skills**.
- ❑ Extensive **project management skills** developed in accordance with various Project Life Cycle methodologies.
- ❑ **Current WebFOCUS development skills**; Recently completed all WebFOCUS 8 tools classes.

Professional Experience

September 2004 to Present – Sr. Consultant

Solutions Architect, Project Manager, Business Analyst and BI Developer for numerous Information Builders clients (acting as a contract resource for IBI or direct to client):

- ❑ Delivered Healthcare portal solutions (provider-oriented operational and financial measures) for Memorial Hospital (IBI Success Story), St. Luke's University Health Network (IBI Success Story & IBI Summit Presentation), Reid Healthcare, SPI, Lutheran Life Communities, and Fred Hutchinson Cancer Research Center (IBI Success Story & Summit Presentation).
- ❑ Provided Business Intelligence & Data Warehousing Project Services to an impressive list of clientele including Mohawk Paper, Erie Insurance, Weis Markets, Security Check, RR Bowker, Visteon, USBank, Bio Med Sciences, Purina, City of Philadelphia, PA Department of Revenue, ABC Financial, Staples Promotional Products, Gordmans, Meritor, World Wide Technologies, Blue Coat, Apollo Global, eShots, Penske Automotive Group, Veolia Energy, Chubb Insurance, City of Houston, Babcock Power and more.
- ❑ In addition to the Healthcare portal projects above, served as the Solutions Architect for major WebFOCUS Portal / Dashboard applications at eShots, Weis Markets, Penske Automotive (IBI Summit Presentation), Apollo Global and more.

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- ❑ Provided staff supplementation services to Marling Leasing, Knights of Columbus, Black Knight Financial Services, General Motors, Loram Maintenance of Way, FAA, DOJ, DST Systems (PMF Services), Gordmans Department Stores (PMF Services), COTY, NYC HRA, American Express and more.
- ❑ Conducted Business Intelligence Assessments for North American Lighting, Dematic Corp, Hospital Corporation of America (HCA), Staples Promotional Products, Visteon, Choctaw Nation and Beryl Health, Siemens Mobility and Experient.
- ❑ Conducted Data Warehouse Assessments for Wells Fargo Bank, XL Health, SWBC (Southwest Business Corp) and Lipari Foods (IBI Summit Presentation). Conducted a large data consolidation project for Simtech USA, involving the reconciliation of part numbers and cleansing of data across their Accounting System, Web Catalog and Price Book systems.
- ❑ Conducted Technology Assessments for Knights of Columbus, Staples Promotional Products, Bio Med Sciences, PA Department of Revenue and The UNIFI Companies.
- ❑ Contributed to WebFOCUS development on various assignments: Launch pages via HTML Composer, Reports (AppStudio and Editor-based development/maintenance). Metadata design using App Studio (embellish WebFOCUS synonyms with Defines a& Computes; create Business Views/Dimensional Views). Strong WebFOCUS language skills (Dialog Manager, Define/Table/Hold, etc.).
- ❑ Speaker at numerous Information Builders Summit events. Presentations were co-presented with clients and included Business Intelligence success stories, WebFOCUS 8 Portal success stories, Data Warehousing Tips & Techniques and other topical content.
- ❑ Served on the Computer Sciences Board of Advisors for Appalachian State University.
- ❑ Author of multiple white papers and articles.
- ❑ Established partnerships with Altosoft, Paris Technologies, Oracle, IBM, TTS Consulting and more.

July 1999 to September 2004 - iWay Software, an Information Builders Company

iWay Software accelerates e-business with products and services that rapidly integrate complex back-office systems. iWay is a privately held, wholly owned subsidiary of Information Builders.

Vice President of Product Marketing

- ❑ Picked to join a select team of Information Builders staff to launch iWay Software, formerly the Middleware Technology Division of Information Builders. Born on February 7, 2001 iWay reached 50 million dollars in revenue and was recognized by industry analysts as King of the Hill in the adapter market. Creation and aggressive use of the 250+ *Adapters* logo, along with “*World’s Leading Adapter Vendor*” tag line and the most comprehensive Web site in the industry have pushed the bar beyond the competition’s reach.
- ❑ Responsible for all aspects of marketing the iWay company, products and services: Company Website and brochure, trade shows and events, internal and external publications, advertising, white papers, presentation material, product collateral (e.g. Preview CDs and Sales Crib Sheets), press and analyst briefings, content development for National Sales Meeting and Annual User Conference, and more.
- ❑ Retained responsibility for iWay’s Data Management Solutions product division, delivering cost effective yet powerful solutions for the data warehouse market (refer to position description below).
- ❑ Conceived, developed and launched the iWay Bio-Terrorism Response Suite, one of four vertical solutions offerings developed and brought to market in 2002. Installed at NYC DOH, the suite was named the #4 application in Info World’s Top 100 Applications for 2002.

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- ❑ Architect of partnerships with Computer Associates, NCR, EMC, Metagenix, Group1, Lakeview Technology and others.

July 1994 to June 1999 - Information Builders

IBI is a privately held software company with Headquarters in New York City, and is known for its industry leading 4GL report writers and middleware.

Vice President and General Manager, Data Management Solutions

- ❑ Directed a staff of 65+ developers, product managers, and quality assurance analysts. Charged to deliver product across three diverse product sets. Heavily engaged in all aspects of product development: Design & specification review, feature identification and prioritization, QA suites and standards, cross-product integration, bug review and prioritization, project planning, staff hiring and termination.
- ❑ Directed the development team for IBI's data warehouse suite, which includes ETL Manager (Extract, Transform & Load tool), Resource Analyzer, Resource Governor, Change Data Capture (Lakeview Technologies), ERwin modeling tool (Computer Associates), Metadata Manager and the Data Management Console. Assumed control of the product line and quickly directed a complete overhaul of the user interface. Reinvented the product by moving from a spreadsheet metaphor to a highly visual line & box data flow designer. Directed the design and development of Metadata Manager, a complete metadata management tool that offers object visualization and annotation, site impact analysis, object versioning and more. Since the product suite's renovation, ETL manager posted its best year in sales in '02 and the best Q1 in history for '03. Drives 15 million dollars in annual revenue.
- ❑ Charged to bring a new version of WorldMart to market, a financial reporting application based on a multi-dimensional database (IBI's FUSION). Java client application provided drag-and-drop manipulation of the data cube. Included a dashboard for KPI reporting and graphical rendering. Under my guidance, the Finance/JDE-centric solution was expanded to accommodate HR, Sales and Manufacturing from any data source. Templates were tailored for each customer, then loaded using IBI's own data warehouse tool. Groundbreaking technology at the time for IBI, technology in this product was a pre-cursor to WebFOCUS Dashboard.
- ❑ Charged to bring iWay's mobile computing offering to market. iWay's mobile suite combined vertical application templates for Palm O/S or Win CE hand-held devices (developed by NovaSync) with iWay's mobile middleware to deliver an end-to-end single vendor mobile computing solution. Core code-base shared across three vertical solutions – patient care, equipment service, and product sales. Partner Ship with Aether Technologies to provide the synchronization engine.
- ❑ In addition to product development across the above product lines, responsible for the product message provided to Sales and Marketing, partner/channel development, and field sales support (sales presentations and demos, collateral, Webinars, Executive Breakfasts, field sales and technical training, etc), press briefings, and more.

General Manager, Application Development Technologies Division. Directed a software manufacturing division of 30 people responsible for the development of Cactus, IBI's application development tool for Web and client/server business applications. In it's first production year, Cactus drove 5 million dollars in annual product sales and over 20 million dollars in consulting. Later, was given responsibility for Desktop FOCUS, IBI's desktop reporting tool. Significantly overhauled the look and feel of the desktop product to make it easier and more intuitive to use. Recast the face of both products by combining the two separate desktop workbenches into what is now WebFOCUS Developer Studio.

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National Sales Manager for Information Builders' middleware product line, EDA/SQL and Cactus. Coordinated field selling activities across 26 domestic branches. Marshaled 120 sales reps towards their middleware selling goals. Rolled out first of its kind sales kit, complete with: Fully annotated sales presentation, demo and script, competitive briefing, selling tips, positioning statements, etc. Achieved 105% of quota in '98.

Eastern Region Sales Representative. Achieved 125% and 148.5% of quota in '96 and '97, respectively. In conjunction with a territory sales rep, closed the largest single deal in Information Builders' history (at that time).

Technical Manager for the Philadelphia branch (covering the territory of Pennsylvania and Southern New Jersey) of IBI. Managed a staff of technicians in support of pre and post sales activities throughout the territory. Designed and implemented Web, client/server, and data warehousing solutions for Fortune 1000 companies. Contributed in the planning and execution of all branch outreach programs. Directed account management activities for existing clients.

Promoted from Technical Manager to Regional Sales Representative, to National Sales Manager, to General Manager to Vice President over a 7-year period. Presented "Special Achievement Award" for most impact from a new Branch Technical Manager, June 1995, Tech Symposium in Aruba.

January 1987 to July 1994 – The Franklin Mint

The Franklin Mint, a world leader in the direct marketing of collectable items including plates, die-cast cars, dolls, and sculpture.

Director, Sales and Marketing Systems

- ❑ Director of a thirty-member I.S. staff dedicated to the development and support of The Franklin Mint's Sales and Marketing Systems. Responsible for The Mint's core systems for Sales Planning, Forecasting, Media Execution, and House List/Outside List Mailing.
- ❑ I.S. Quarterly Management Reporting consistently recognized the Sales and Marketing Systems Department ('91-'93) for on-time product delivery performance, adherence to budget, and lowest voluntary employee attrition.
- ❑ Catalyst behind the Franklin Mint's Integrated Systems Plan ("The ISP"), a corporate data repository.
- ❑ Responsible for the vision, selling the idea to Senior Management, and implementing the plan. Lead the team that modeled the Franklin Mint business to design the new account, order, exposure, promotion, price, and product data stores.
- ❑ The infrastructure of 160+ corporate DB2 tables consolidated three versions of account, order, and promotion information to a single data warehouse. In addition, economies from The ISP produced a reduction of full time I.S. resources.

Area Manager responsible for two development efforts that delivered a new generation of audience selection systems (DB2/COBOL II/TELON/LOTUS 123M) which helped The Mint to achieve a record goal of over 650 million dollars in world-wide sales for 1993. The new systems facilitated a 22 percent increase in standard mailings and over a 115 percent increase in specialty mailings. Automation and process/work-flow re-engineering saved over \$470,000 annually with the reduction of clerical and support staff in client departments.

Project Manager to a ten-person team that implemented an on-line CICS/COBOL/DB2 Credit Review and Approval system (CRA). CRA enabled a 30 percent reduction in Authorizer staff, increased order credit authorization volume by 200 percent, and eliminated the daily order review backlog.

Project Leader for a six-person team to design, develop, and implement the Commitment Management Facility (CMF), a corporate FOCUS system, to capture local market product requirement and feed the

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corporate sourcing system (ASI - American Software, Inc.). During the twenty-two month project I was on-site for overseas implementations in Europe, Australia, Tokyo, and Canada. Visibility of worldwide inventory produced an estimated 2.2 million dollars in savings due to canceled, reduced, and deferred purchases.

Sr. Systems Analyst assisted in the design and implementation of on-line and batch modules for a corporate FOCUS system (PPS - Program Planning System) to forecast and schedule product shipments for U.S. and international markets. Overseas implementations included a three-month assignment in Europe to integrate European systems and procedures and provide on-site technical support.

Promoted from Sr. Systems Analyst, to Project Leader, to Area Manager, to Director over a seven-year period. Graduate of The Franklin Mint's Technical Leadership course. Rated "Superior" in the STEPS program (Success Through Employee Pathing and Succession Planning).

June 1984 to December 1986 - University of Pennsylvania

Project Leader for a four-person team for the customization and installation of Integral Systems, Inc.'s COBOL/NATURAL/ADABAS payroll package. Responsibilities included: alternative software study and purchase recommendation; specification of ISI code modifications; design of custom modules.

Systems Analyst. Developed a FOCUS based data management and retrieval system for the Human Resources department. The Human Resource System (HUMRES) integrated institutional and departmental data into an application supporting letter writing, reporting, and data management.

Promoted from Systems Analyst to Project Leader over a two-and-a-half-year period. Graduate of the University of Pennsylvania's Supervisor Training Course.

June 1981 to June 1984 - Delmarva Power and Light

Systems Analyst. Led a five-person team that developed a FOCUS based human resource system. The Personnel Management System (PMS) was constructed using a project team staffed with non-I.S. personnel. Responsibilities included: 4GL alternatives study and purchase recommendation, code design & construction, in-house training, and technical support.

Promoted from Programmer, to Programmer/Analyst, to Systems Analyst over a 3-year period. Recognized by CIO for Technical Achievement and Outstanding Service.

Education & Training

- ❖ Bachelor of Science degree, Indiana University of Pennsylvania; awarded 05/81.
 - ❑ Concentration - Management Information Systems
 - ❑ Member of the IUP "Indians" Varsity Football team
 - ❑ Brother, Theta Chi Fraternity
- ❖ Graduate education courses, University of Pennsylvania's Wharton Evening School; 3.5 GPA.
- ❖ WebFOCUS 8 Training:
 - ❑ WebFOCUS 8.2 installed and configured on MS Surface Pro
 - ❑ WebFOCUS 501/502: Reporting Essentials using App Studio 1 & 2
 - ❑ WebFOCUS 510/511: Metadata Essentials using AppStudio 1 & 2
 - ❑ WebFOCUS 521: Building InfoApps with AppStudio
 - ❑ WebFOCUS 522: Reporting Essentials – Advanced Techniques
 - ❑ WebFOCUS 390: Self-Service Analytics using InfoAssist