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| **STANFORD PUGSLEY**  3631 Folker Cir, Millcreek, UT 84109  801.949.5973  [s.pugsley@utah.edu](mailto:s.pugsley@utah.edu)    **UNIVERSITY OF ARIZONA**  **Tucson, AZ**  *Master of Business Administration, Information Systems Emphasis, May 2002*  -Top 5 ranked Management Information Systems program in US  -Full-tuition merit-based scholarship  **BRIGHAM YOUNG UNIVERSITY**  **Provo, UT**  *Bachelor of Science, Chemistry, Spanish Minor, May 1997*  -National Merit Scholar  -Full-tuition merit-based scholarship    **UNIVERSITY OF UTAH**  **Salt Lake City, UT**  **2021-2022**  *Assistant Professor, Information Systems*  **Courses Taught:**  - IS 6420 – Database Theory and Design  - MKTG 6487 – Introduction to Business Analytics  - IS 4487 - Introduction to Business Analytics  **2020-2021**  *Adjunct Instructor, Information Systems*  **Courses Taught:**  - IS 6420 – Database Theory and Design  - IS 2910 – Big Data for Business  **MILLCREEK ANALYTICS**  **Salt Lake City, UT**  2021 – Current  *Freelance Data Architecture Consultant / Business Intelligence Architect*  Clients include Deloitte, Pfizer, Fluid Advertising, AmeriTech College.  **EIDE BAILLY**  **Salt Lake City, UT**  **2019-Current**  *Sr Manager, Data Analytics, Technology Consulting*  Consultant for data warehouse, analytics & data visualization. Specific focus in Azure SQL Database, Snowflake,  DBT ETL Software, Tableau, Power BI.  **XERVA**  **Salt Lake City, UT**  2017-2019  *Senior Consultant / Business Intelligence Architect*  Acquired by Eide Bailly. Startup data warehouse, analytics, cloud data migration & data visualization services.  **BRIGHTON HOMES**  **Salt Lake City, UT**  2013-2017  *VP, Technology and Customer Services*  Partner in family business. Head of technology and client services. Built processes and configured IT systems for startup real estate development business. Tools: SQL Server database; HomeFront ERP application  **RIGHT INTEL**  **Salt Lake City, UT**  2013  *Co-Founder and Head of Technology*  Startup company specializing in collaboration software for marketing and PR teams. I remained an investor but eventually handed the project over to another technology resource  **-**Defined architecture and standard  -Created prototype application  -Setup staffing model to outsource development of the application  **ICROSSING**  **Salt Lake City, UT**  2007-2013  *Senior Director, Analytics Services*  iCrossing is a global digital marketing agency with over $150M in revenue and 900 employees - Managed up to 15 client-facing resources across four offices to deliver analytics and recommendations - Lead over 50 data integration and analysis projects; clients include LG, Pfizer, Hilton, AAA, Vail, Williams Sonoma - Lead data warehouse architect for SaaS software product for data integration and reporting  - Designed big-data solution for marketing click-stream analysis  **SHARP ANALYTICS**  **Salt Lake City, UT**  2005-2007  *Director of Analytics*  Acquired by iCrossing. Startup analytics & database marketing services company with VC funding. - Led client-facing team to integrate and analyze customer marketing data using data warehouse design - Built resource capabilities and processes to manage 100% revenue growth year over year over 3 years - Automated the collection of marketing data and distribution of reports to clients |
| **HP**  **Vancouver, WA**  2002-2005  *Business Intelligence Analyst*  - Designed and implemented data warehouse design to extract, transform and load data (ETL)  - Tools: Oracle database; Informatica data integration; Business Objects reports |
| **UNIVERSITY OF ARIZONA, Artificial Intelligence Lab**  **Tucson, AZ**  2000 – 2002  *Graduate**Research Assistant*  - Designed data models for machine learning and AI research applications; Tools: Oracle database |
| **PRICEWATERHOUSECOOPERS LLP, Management Consulting Services**  **San Francisco, CA**  1997 – 2000  *Consultant / Database Administrator*  - Implemented customer relationship management (CRM) and enterprise resource planning (ERP)systems for telecom  and retail clients, including a $20 million project at The Walt Disney Company  - Managed databases for multiple clients in database administrator (DBA) role; Tools: Oracle databases  **WORK HISTORY** |
| **WORK HISTORY**  **ONWORK HISTOR** |

English (Native) Spanish (Conversational)

**WORK HISTORY**

**LANGUAGES**



Tableau Desktop Specialist Snowflake SnowPro Core Certification

## Tableau Software Snowflake

**ERTIFICATIONS**

**This** 

**2022**

Understanding Big Data Source Types Can Improve Your Project Planning. [TDWI.org](https://tdwi.org/articles/2022/01/04/data-all-understanding-big-data-source-types-improves-project-planning.aspx)

**2021**

The Great Resignation: 10 Lessons for Data Teams. [TDWI.org](https://tdwi.org/articles/2021/11/23/ppm-great-resignation-10-lessons-for-data-teams.aspx)

Data Preparation in R using DPLYR. [KDNuggets.com](https://www.kdnuggets.com/2021/10/data-preparation-r-dplyr-cheat-sheet.html)

Why Understanding Data Gravity is the Key to Data Migration Success. [TDWI.org](https://tdwi.org/articles/2021/07/16/diq-all-data-gravity-key-to-data-migration.aspx)

A Framework for Putting Analytics into Action. [TDWI.org](https://tdwi.org/articles/2021/04/19/bi-all-framework-putting-analytics-into-action.aspx)

**2020**

Data Story Visualization: A Decision Tree [TDWI.org](https://tdwi.org/articles/2020/10/06/bi-all-data-story-visualization-decision-tree.aspx)

Solving the Top 4 Data Pain Points in 2021 [TDWI.org](https://tdwi.org/articles/2020/12/11/ta-all-solving-the-top-4-data-pain-points-in-2021.aspx)

Your Tech Debt and Business Analytics Blind Spots are Bigger Than You Think [TDWI.org](https://tdwi.org/articles/2020/01/29/ppm-all-tech-debt-and-analytics-blind-spots.aspx)

**2019**

### Best Practices for Building an Agile Analytics Development Environment (Part 1 of 3) [TDWI.org](https://tdwi.org/articles/2019/03/04/ba-all-best-practices-agile-analytics-development-1.aspx)

### 3 Keys to Building an Agile, DevOps-Powered Analytics Environment (Part 2 of 3) [TDWI.org](https://tdwi.org/articles/2019/03/05/ba-all-3-keys-to-building-an-agile-devops-analytics-environment-2.aspx)

### Timeline of an Agile Data Environment: A Detailed View (Part 3 of 3) [TDWI.org](https://tdwi.org/articles/2019/03/06/ba-all-timeline-of-an-agile-data-environment-3.aspx)

### 33 Ways Data Workers Can Beat Job Burnout [TDWI.org](https://tdwi.org/articles/2019/07/12/33-ways-data-workers-can-beat-job-burnout.aspx)

### **2018**

### 5 Use Cases for Integrating Big Data Tools with a Data Warehouse [TDWI.org](https://tdwi.org/articles/2018/07/20/arch-all-5-use-cases-integrating-big-data-tools-with-data-warehouse.aspx?m=1)

**2017**

Understanding the Differences Between Data Science and BI [TDWI.org](https://tdwi.org/articles/2017/12/05/bi-all-understanding-differences-data-science-and-bi.aspx)

### Breaking Through Barriers in Traditional Hiring and Recruiting: 3 Stories [TDWI.org](https://tdwi.org/articles/2019/10/01/ppm-all-breaking-barriers-in-traditional-hiring-and-recruiting.aspx%20)