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| **STANFORD PUGSLEY**3631 Folker Cir, Millcreek, UT 84109 801.949.5973 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** |
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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)