Rodrick G. Watts

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Education:

1999-2003　　　　　**Winston Salem State University**　　　**Winston Salem, NC**

Bachelor of Science: Management Information Systems *(Deans List)*

Degree focuses on the analysis of information, the creation of information systems, and the management of data and technology within the modern business environment.

Skills Summary:

Software & Information Systems:

Full Systems Development Life Cycle	Business Intelligence Platforms
Tiered Application Systems Development	Financial Management Systems
Systems Administration	Production Support
Quality Assurance & UAT	Database Management
Web-Based Development Platforms	Terminal Server Platforms
SharePoint Development	Azure & AWS Cloud-Based Architectures

Applications & Development:

Visual Studio & VB.net	SAP HANA
XML	SAP Business Objects
SQL & SQL Development Platforms	MicroStrategy
API Development	Nintex (Forms & Workflow)
Tableau	API Integrations
Microsoft Office Applications	Qlikview & Qliksense
Microsoft Project & Clarizen	ERP Systems
Azure DevOps	Jira
Teradata	Snowflake
Alteryx	Power BI

Business Analysis:

Relationship Management	Business Requirements Gathering
Workflow Automation	Regulatory Reporting
User Acceptance Testing	SCRUM Master
Global Trade & Supply Chain Management	API System Integration
Business Process Analysis	Product Management
Process Automation	Project Management
Agile Methodologies	Waterfall Methodologies

Experience:

December 2023 – Present   **Wells Fargo**   **Charlotte NC**

Lead Data Management Analyst – Commercial Banking

- Organize and lead division-wide initiatives to ensure that iHUB (AIMS) data quality is maintained so that data can effectively support business processes.
- Perform data quality audits to monitor and provide adequate KPI metrics for all levels of Commercial Banking.
- Create, Modify and Troubleshoot complex SQL statements for QA testing and data validations in UAT and production environments.
- Lead project teams and mentor less experienced staff members.
- Recommend remediation of process or control gaps that align to management strategy.
- Consult with and provide recommendations to senior management regarding assessments of the current state of data and metadata quality within area of assigned responsibility.
- Partner with groups and various levels of seniority companywide to coordinate and drive collaboration on solution design and remediation execution.
- Established and maintain strong stakeholder relationships, exercising leadership in project planning, resource allocation, and conflict resolution, contributing to a 30% improvement in overall project success rates.

May 2023 – Present   **HOCM LLC**   **Charlotte NC**

Lead Strategic Consultant

- Develop and execute the technology strategy aligned with the overall business objectives.
- Oversee the development and implementation of innovative and scalable technological solutions.
- Lead the research and evaluation of emerging technologies, market analytics and present potential growth opportunities to ensure the company remains at the forefront of industry trends.
- Compose and manage external entities to ensure their services are in alignment with company budgets and objectives.

- Collaborate with product management teams to translate business requirements into technology solutions.
- Identify opportunities for technological advancements that can enhance the company's competitive position in the market.
- Conduct thorough market research to identify industry trends, competitive landscapes, and potential growth opportunities.
- Develop comprehensive business plans that align with company goals, market entry, growth strategies, and risk management.
- Identify areas for operational improvement within the company.

October 2022 – February 2023   Bank of America   Charlotte NC

Product Manager /Data Analyst - WCADS SWAT Team

- Organized the development, implementation, and management of data quality standards for the WCADS division, ensuring accuracy and reliability of data.
- Create and update process documentation and project artifacts in Confluence and SharePoint, ensuring easy access and knowledge sharing across the team.
- Managed and refine JIRA epics and user stories sourced from business stakeholders through the Enterprise Data Incident Management (eDIM) portal, ensuring efficient and effective incident resolution.
- Navigated evolving project requirements and changing priorities, adjusting strategies to maintain project momentum and meet deadlines in Agile and waterfall environments.
- Conducted downstream analytics, generate data lake extracts, create data mappings and produce SQL reports using tools such as Oracle, Toad, HIVE, and Tableau.
- Collaborated closely with internal stakeholders and external business partners, conducting meetings to gather precise business requirements and translate them into detailed specifications.
- Conducted thorough data lineage analysis to identify and document the flow of data across various systems, ensuring data integrity and compliance with regulatory requirements.
- Applied Agile principles to drive project success, collaborating with cross-functional teams to deliver iterative and customer-centric solutions.

May 2022 – September 2022   **Centene**   **Charlotte NC**

Lead Business Analyst/SCRUM Master

- Collaborate with business stakeholders to gather business requirements and translate into technical requirements and technical acceptance criteria.
- Managed sprint planning, backlog refinement, and daily stand-ups, fostering seamless communication and prioritization within Agile teams.
- Import and integrate data from diverse data sources into self-service reporting and analytics systems, ensuring data accuracy, integrity, and consistency.
- Conduct testing of API calls and custom workflow processes to assess the accuracy of downstream business data requirements and ensure seamless integration.
- Utilize Visio to document architectural designs and design modifications, providing clear visual representations system structure and system enhancements.
- Drive the creation of epics and user stories in JIRA, actively engaging with the development team during refinement sessions to ensure alignment and clarity.
- Manage SharePoint sites to handle the migration of content from external and internal repositories, ensuring smooth transitions and efficient content organization.
- Managed sprint retrospectives, identifying areas for process enhancement and championing Agile best practices to boost team efficiency.

October 2021 – May 2022   **ESP Consultants | LPL Financial**   **Fort Mill SC**

Business Strategy Consultant/ Project Manager

Enterprise Data Information Services Team (EDIS)

- Work with EDIS executive team and Sr management to analyze, understand, strategize and deliver comprehensive business and data solutions that address existing issues within the LPL data infrastructure.
- Develop strategic data principles and user requirements that more efficiently align the EDIS data infrastructure with LPL business needs.
- Facilitated communication between front line and senior management to ensure that data solutions were compliant across multiple divisions.

- Perform detailed data lineage of various enterprise data models and batch metadata, renovate problematic batch datasets, optimize stored procedures and deliver data within existing SLA policy time frames.
- Define new data distribution and subscription processes using new and existing technologies such as Apache, MAP-R, Informatica, SQL Server, Snowflake and Oracle.
- Develop ETL frameworks to expand event-driven technologies such as AWS from proof of concept to production.
- Analyze the need for workflow automation process improvement and developed customized action plans and presentation documentation for senior management to communicate change throughout all levels of the organization.

April 2021 – October 2021   **Huntington National Bank**   **Columbus OH**

Lead Business Analyst/Data Analyst

Enterprise Data Warehouse Team

- Work with business leaders to perform detailed analysis, identify technical solutions and document requirements for new projects, and existing business processes.
- Work with IT project teams to drive successful project implementation from scope inception through the coordination of user acceptance testing.
- Manage multiple Agile-based projects involving several cross functional work streams using Azure Dev Ops project management tools
- Create source to target data mapping documents, data lineage, process flows, complex source SQL queries and develop KPI dashboards based on EDW performance metadata.
- Lead and manage project status meetings, backlog grooming sessions, business stakeholder discussions and technical design sessions
- Design automated ETL processes for the consumption of EDW data by downstream business intelligence teams

October 2020 – February 2021   **Bank of America**   **Charlotte NC**

Product Manager/Scrum Master

Production Readiness Data Support Team (PRDS)

- Responsible for the overall intake, assessment and triage of PDRS-related incident data the Enterprise Data Incident Management (eDIM) system.
- Organize daily, weekly and monthly meeting cadences for internal teams and external divisions to work through eDIM incidents.
- Develop reports, dashboards, and visualizations in MicroStrategy to ensure data analysis is clearly and effectively communicated to upper management.
- Create ad-hoc SQL queries in Teradata and Oracle based on incoming data requests from third-party external technical partners.
- Work closely with upstream and downstream technology partners to identify root cause analysis and assist in remediation.
- Create and maintain project related document deliverables used for requirements gathering, high level design, planning, metadata, testing and deployment planning.
- Discover, understand, analyze and document regulatory compliance issues, best practices, data enhancements and collect business/functional requirements.
- Responsible for managing SharePoint sites and migrating content from external repositories
- Work closely with developers and testers to ensure requirements and functional designs are translated accurately into working designs and that incident solutions serve customer needs.

October 2019 – October 2020   **Wells Fargo**   **Charlotte NC**

Business Systems Consultant

Complaint Data Analytics and Reporting Team (CDAR)   Wholesale & B2B

- Responsible for analysis and development of CDAR self-service reporting platforms.
- Analyze and map data from external legacy systems into new EIW database.
- Conducted data analysis to extract key insights from regulatory datasets. Translated findings into reporting requirements which helped drive decision-making processes for regulatory and compliance teams.
- Develop standard and custom reporting solutions using Tableau, MicroStrategy, Alteryx, Teradata and Oracle.
- Analyze data to identify metadata outliers, data quality issues, and data inaccuracies.

- Interact with Wells Fargo leadership to review requirements, methodologies, and requests for complaints data.
- Develop and refine CDAR B2B intake reporting process for B2B team in SharePoint.
- Lead case management transition team from SharePoint to JIRA.

January 2019 – October 2019   **Wells Fargo**   **Charlotte NC**

Business Systems Consultant/Apps System Engineer

Wholesale Division – Wholesale Technology

- Responsible for facilitating requirements for Wholesale Loan group data lake project.
- Gather requirements from stakeholders, create functional and business requirements documents for regulatory reporting initiatives.
- Develop complex queries and ad-hoc reports and dashboards in Tableau, SSRS, Teradata and Alteryx that pull data and metadata from multiple data sources.
- Manage smaller initiatives and keep project stakeholders updated on project progress. Create project plans, organize project deadlines keep developers/analysts on track.
- Assist in strategic planning and developing best course of action for new and existing implementations.

February 2018 – June 2018   **Wells Fargo**   **Charlotte NC**

Sr. Business Process Analyst II

Wholesale Division – Capital Finance

- Lead Business Analyst responsible for RDW/RAM business intelligence reporting and analytics platforms.
- Worked closely with cross-functional teams, including commercial lending and risk management to organize and consolidate data for iHUB, LoanIQ, RAM and other regulatory reporting systems (data lake).
- Designed ad-hoc reporting solutions based on loan requirements from business users using SQL Server, SSRS, Tableau and Power BI.
- Consult with end users and division management to analyze problems and determine future business needs for commercial lending systems (LoanIQ).

- Work with various development teams and business analysts to determine user requirements, process improvements and workflow enhancements in an Agile based environment.
- Trace data linage of RAM data warehouse tables back to their original source systems.
- Organize and lead UAT initiatives, production support requests and application development initiatives.

February 2017 – November 2017   Coca-Cola Bottling Consolidated   Charlotte NC

Sr. Business Intelligence Analyst – Supply Chain

CONA Migration Project

- Responsible for performing in-depth analysis of supply chain processes and legacy reporting solutions for the CCBCC Product Supply division.
- Analyze and understand the various use cases for early AI applications using the Vertique packing and inventory palletizing control system.
- Met with key business stakeholders to understand business requirements and transform those requirements into functional documentation (data mappings and ETL models) for the ISS development team.
- Consult with project management teams regarding project timelines, budgets and the need for process and workflow automation.
- Perform in-depth analysis of reporting solutions created in BI tools such as Tableau, SSRS and SharePoint.
- Created detailed business requirements documentation and functional specifications (BRDs & FSDs) for each Supply Chain application and/or reporting solution.
- Developed SQL solutions based on current and future state data platforms such as SQL Server, Power BI, MS Access and SAP HANA.
- Issued strategic recommendations to the PMO and data architects based on new information acquired from business stakeholders throughout the project.

May 2013 – January 2017   Wastequip LLC   Charlotte NC

Sr. Application Analyst/Product Manager

- Responsible for designing and implementing end-to-end business solutions for the Wastequip organization and its divisional subsidiaries.
- Manage and deliver multiple projects with strict timelines established through larger corporate initiatives.
- Analyze, design and implement new warehouse processes from end to end
- Plan, organize and lead meetings with executive staff and senior management regarding current and future state initiatives.
- Develop, deploy and maintain business solutions for 32 plants across the US, Canada and Mexico using SAP and Macola ERP warehouse management software.
- Established and maintained vendor relationships, negotiating favorable terms and managing SLA agreements to ensure on-time solutions delivery.

Business Intelligence

- Develop and execute company-wide initiatives to redesign the company's existing reporting infrastructure, introduce new reporting platforms and enhance the overall quality of reporting for the entire organization.
- Create and deploy executive reporting dashboards in Qlikview, Tableau, Microsoft Business Intelligence Development Studio, SharePoint and Excel
- Design plant-level reporting solutions, ad-hoc reports, custom Kanban production systems, efficiency calculators and various process monitoring applications.
- Create custom reports for ERP users, call center management and shop floor personnel using various tools such as SSRS, Excel, Crystal Reports, Qliksense and Brightmetrics.
- Established key performance indicators (KPIs) to monitor and continuously improve supply chain efficiency and visibility.

Business Analysis

- Analyze current business processes, identify pain points and/or areas for improvement and transform business requirements into functioning solutions.
- Organize, lead and manage complex projects to redesign, upgrade and implement new and/or technologies within the company.
- Advisor the CEO, CIO and division executives regarding the strategic implementation of new systems and executive reporting solutions.
- Develop use-cases, requirements documentation (BRD), functional documentation (FSD) and proof of concepts (prototypes and screen mockups) for development partners.
- Manage SLA agreements with internal clients and third-party external vendors.

Solutions Delivery & Systems Administration

- Subject matter expert & systems administrator for SharePoint, Manager Plus, Brightmetrics, Microsoft BIDS, Qlikview and Qliksense platforms
- Develop custom forms and complex workflows in SharePoint using Nintex form and workflow designer
- Create custom automation for on-prem & cloud-based applications using tools such as Cloud Connector, SharePoint and AvePoint
- Analyze & troubleshoot, vb.net, XML and JavaScript code modules. Rebuild Visual Basic scripts for Excel macros.
- Develop software governance policies and platform security models for the entire organization

February 2013 – April 2013   **Premier Inc.**   **Charlotte NC**

<u>Sr. Data Analyst</u>

- Responsible for insuring the overall data integrity of the Quality Advisor and Quality Measures data warehouses.
- Created ad-hoc queries and data solutions using AQT, Oracle, MicroStrategy and Netezza platforms.
- Worked directly with external healthcare associates to develop and implement standardized methodologies in compliance with HIPPA regulations.
- Develop data quality assurance plans that were used by operational and data management associates.

November 2012 – December 2012   **Chiquita Brands International**   **Charlotte NC**

<u>Sr. Applications Analyst – SharePoint</u>

- Responsible for assisting in the development, configuration, monitoring, and maintenance of the Chiquita SharePoint environment.
- Assist in the planning, design, development and content migration of the 2013 SharePoint platform.
- Analyze and resolve user accessibility requests, site development issues and provided training and support to site owners regarding SharePoint site policies and cleanup initiatives.
- Consult with end users to develop user requirements and functional specifications for future state SharePoint implementations.

February 2011 – November 2012   **Duke Energy**   **Charlotte NC**

<u>Sr. HR Business/Data Analyst</u>

- Responsible for providing direct support to business users and project stakeholders through consultation and delivery of data solutions from multiple HRMS systems and applications such as: payroll & compensation, finance, labor, training, benefits administration and staffing.
- Work closely with IT departments and other internal departments to develop, new reporting requirements, workflows, database views, dashboard reporting solutions and active directory security groups.
- Develop, modify and troubleshoot reports using applications such as: Microsoft SQL Server Reporting Services, SAP Business Objects, Crystal Reports, Microsoft Access and Oracle.
- Evaluate business systems and user needs in correlation to HR regulations, labor union restrictions and federal energy compliance initiatives.
- Organize and assist with system testing for application bundle releases, system deployments and upgrades.
- Manage working relationships with HR associates and internal stakeholders from other departments to facilitate merger-related initiatives.

January 2010 – December 2010   **Wells Fargo**   **Charlotte NC**

Sr. Business Analyst/Database Administrator

- Responsible for planning, conducting, and directing the analysis of complex business and technical issues to be solved within Wachovia/Wells Fargo merger integration projects.
- Develop and execute QA test scripts in Quality Center for production migration testing of the Server Reduction Reporting platform.
- Identify and translate detailed business requirements into functional specifications and use case documentation for the development team.
- Provide technical expertise in developing automated systems and procedures that adhere to budget constraints and upper management objectives.
- Work closely with project managers and technical managers to schedule and facilitate formal reviews and quality checkpoints for production readiness initiatives.
- Created and maintained production data repositories in MS Access and SQL Server 2008. Created tables, views, stored procedures, reports and executed daily data processing for multiple wholesale and technology business units.
- Created application dashboard reporting sites and document libraries using Microsoft SharePoint and Microsoft Reporting Services (SSRS).

February 2007- October 2009   **Integration Point**   **Charlotte NC**

Lead Analyst/Product Manager

Product Management: Global Classification & DTS

- Lead Software consultant responsible for the overall maintenance and progression of the Global Classification inventory management system and the Denied Party mass screening system.
- Business intelligence liaison to the CEO responsible for providing in-depth product and industry knowledge.
- Facilitate meetings with company executives to expedite and fulfill the objectives of the industry for current and future system releases.
- Provided the overall direction for the development of all tiers affiliated within the application.
- Assist developers with testing and debugging all tiers of the application. Technologies used: VB.net/C#, SQL, and XML.
- Created process flows, EDI data transmission standards and system functionality paradigms that serve as company standard for receiving client data.
- Created system user guides for external system users and system implementation guides for Integration Point employees.
- Created and maintained repository of documentation and application content using Visual Source Safe and MS SharePoint 2007.
- Software version control manager for application code bases and release dates.

Business Analysis/Project Management:

- Responsible for developing and organizing implementation plans ranging from 2 months to 1 year in length using the various software project management methodologies including: 4D, Scrum, Agile and Waterfall.
- Assisted executive sales team with sales related product initiatives and opportunities
- Assisted clients with formatting their EDI data transmissions to fit Integration Point system specs.
- Successfully managed 16 software development projects with budgets ranging from $20,000 to $2.5 million per system.
- Assisted in the end-to-end execution of supply chain operations, optimizing receiving, production, and shipping processes.
- Designed and executed a streamlined receiving and shipping process, resulting in a significant reduction in warehouse and shipyard processing for clients in the Automotive, Pharmaceutical, Petroleum, Electronic, Textile and Logistics industries.
- Conducted application development meetings with Fortune 500 business executives, top level IT managers and end users to identify and develop business and functional requirements, GUIs and enhance system functionality.

Client System Development and Database Configuration:

- Data Management- Responsible for performing third-party client data analysis, data mapping, scrubbing, indexing, creating client product databases and writing complex stored data procedures using transaction-based batch SQL.
- Modified tables, formatted data and loaded massive client product data files into client systems via DTS and SQL.
- Develop, modify and troubleshoot reports using Microsoft SQL Server Reporting Services
- Developed proprietary processes that enable clients to validate their own product data prior to loading it into their system. This process uses a series of elaborate queries to initiate the data validation process.
- Configured inbound and outbound EDI feeds and file transfer protocols to send and receive product data from client ERP systems, Legacy systems and/or 3rd party logistics providers.
- Research and resolve all client system issues including data anomalies, field formatting issues, data transmission errors and post-implementation issues.