

# Rosemary Fordwick

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Phone

[email](#)

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## **SOLUTION AND DELIVERY DIRECTOR**

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### **SUMMARY**

Strategic IT leader with over 15 years of proven management and performance in retail, financial service and manufacturing organizations with P&L responsibility. Proven track record of building relationships, developing strategies, building roadmaps, as well as, implementing data solutions through multiple concurrent methodologies. Able to establish and lead high performing teams while delivering improvements in productivity and profitability. Proficient in working with executives to translate the vision into actionable strategies resulting in multiple enterprise data management solutions including data warehouses, data quality, business intelligence and data integration.

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### **KNOWLEDGE DOMAINS**

#### **Data Management:**

Hands On and Architecture Experience: Oracle RDBMS, Teradata RDBMS, CRM, and Teraminer, Business Objects, Microstrategy, ErWin, Retek RDM, Jesta MMS, and Microsoft SQL Server

#### Architected and Directed Implementations:

Data Integration: Data Stage and Informatica

Data Warehouses: Oracle and Teradata

Business Intelligence: Teradata Customer Relationship Management (TCRM),

Business Objects, Microstrategy, Cognos, SAS

#### **Management Competencies:**

Practice Development, Business Case Development, Mentoring and Team Development, PMBOK (PMI), Scrum, Iterative, Waterfall, Spiral

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### **EXPERIENCE HIGHLIGHTS**

**TIAA-CREF, Charlotte, NC**

2011 - Present

*With \$469 billion in combined assets under management: TIAA-CREF is a financial services organization offering a full range of financial services to meet the needs of people throughout the nonprofit world. <http://www.tiaa-creff.org>*

#### **Director, Data Warehousing & Business Aligned Services**

Tasked to establish a complete solution and delivery organization manage the development and delivery of an Enterprise Data Warehouse and Business Intelligence Center of Excellence (COE). Manage over 15 portfolio and project managers with average portfolio of over 30 projects, (single and multi-year) with average budget over \$35 million annually. Manage another over 100 professionals comprised of six teams reporting through managers for Architecture, Solutions, Testing, Delivery and Database teams for Oracle, SQL SVR and Teradata. In addition have oversight for fifty additional matrix resources. Devise strategy and implemented data processes and methodologies across all domains of data management to align with company-wide data management objectives. Create and oversee \$30 million in budgets for departmental resources.

#### **Key Projects and Achievements:**

- Establish delivery organization capable of managing complex portfolio of projects in matrix environment.
- Establish portfolio and projects standards and measures to accurately report statuses and financial health of projects and portfolio to business partners and senior executives.
- Establish governance process to align business objectives and department initiatives.
- Spearhead initiative to leverage Clarity to accurately capture resource allocations and actuals, along with projects costs to effectively drive optimal resource capacity.

- Spearhead strategy for the establishment of enterprise data warehouse, forecasted to lift net flows of client funds by approximately 10% or \$5billion annually. Will enable internal users a *single* view of individual and institutional client information across product platforms yielding better customer service and communication.
- Effectuate consolidation of disparate data within the enterprise utilizing private database clouds resulting in an estimated cost reduction of \$13million over 4 years.
- Establish standardized enterprise data delivery methods resulting in more effective and higher quality deliverables.

## **Advance America, Spartanburg, SC**

2009 - 2011

*Founded in 1997 and with more than 2,800 cash advance locations, Advance America Cash Advance is one of the nation's leading payday loan and financial services company. <http://advanceamerica.net>*

### **Director, Business Intelligence and Analytical Services / Principal Architect**

Conceived and implemented the enterprise Data Management and Business Intelligence practice enabling information led decisions throughout the organization. Responsible for manage complete portfolio of all data management activities with average budget of \$10 million. Define development standards and quality assurance processes for DW development. Led teams to manage all design, development, testing and implementation activities for the Data Warehouse and Business Intelligence solutions including ETL, Data Quality and Profiling. In addition was responsible for budgets of multi-million dollar programs.

#### **Key Projects and Achievements:**

- Establish portfolio governance process to align business objectives and department initiatives.
- Built team of successful project managers, developers, architects, and data / quality analysts for ETL, Data Warehouse and Business Intelligence.
- Establish management metrics to driver resource and technical performance.
- Developed data management policies, procedures and standards for project management, data integration and data architecture.
- Established data governance committee to align business and IT on compliance, business transformation and business integration activities.
- Established BI | Accounting quarter close calendar, thereby enabling the business groups to close four days earlier resulting potential savings of \$2.5 million annually.
- Consolidated multi-silo data environments into an enterprise data warehouse resulting in a savings over \$7 million per year in hardware and resource time.
- Implemented multi-business unit enterprise data warehouse and business intelligence solution transforming company marketing and product strategy achieving potential revenue increase \$12 million.
- Led teams to assess and migrate legacy ETL processes to DataStage platform. Realized savings of \$4.25 million annually in reduced software licensing, hardware and personnel.

## **DSW, INC, (Brand Technology Services) Columbus, OH**

1995 – 2009

*With close to \$2 billion in sales, DSW is a leading branded footwear retailer, which operates 340 stores in 40 states. Through its subsidiary Brand Technology Services, DSW provides technology support to DSW, Filene's Basement, and Value City Department Stores. <http://dswinc.com>*

### **Manager, Enterprise Data Warehouse | Principal Architect** (2007 – 2009)

Was directly responsible for the Business Intelligence and Enterprise Data Warehouse strategic vision. Aligned business needs with development releases of the Enterprise Data Warehouse. Monitored and conceived the budget for the Business Intelligence and Enterprise Data Warehouse groups.

#### **Key Projects and Achievements:**

- Led team of seven to ten ETL / BI developers, business analysts and project managers to develop and maintain a multi-channel, multi-brand Active Enterprise Data Warehouse (AEDW) serving the marketing, store and supply chain groups enabling the DSW brand to launch a new online channel generating an estimated \$100 million in sales.
- Managed Customer Relationship Management (TCRM) application, and Customer Master Data for DSW Rewards resulting in the program becoming a premier loyalty program generating an estimated \$125M in sales annually.

- Built collaborative cross-functional teams with business partners to ensure added business value to projects.
- Generated, maintained, and delivered the plans and schedules for improving quality, enhancement opportunities of Business Intelligence and EDW initiatives.
- Managed concurrent Business Intelligence | EDW release projects including budget preparation, project plans, identifying milestones, assessing workload, and work assignments.

**Information Delivery Manager** (2004 – 2006)

Led teams of architects, analysts and developers to provide strategic guidance and oversight of technology operations for the development and support of the data warehouse and business intelligence solutions. Ensured delivery of information from the data warehouse to business intelligence environments aligned with the company's ongoing business and strategic vision.

**Key Projects and Achievements:**

- Led the architecture, modeling, development and deployment efforts for the migration of the enterprise data warehouse from static to real-time active data warehouse.
- Designed, developed and implemented data accuracy and data quality programs, which ensured 99.97% accuracy of the enterprise data warehouse.
- Implemented data architecture standards, policies procedures.

**Data Warehouse Architect** (2002 – 2004)

**Key Projects and Achievements:**

- Conducted requirement analysis, design, development and maintenance of logical and physical data model.
- Led the architecture, modeling, development and deployment efforts for building a multi-brand enterprise data warehouse allowing for a 360-degree view of the customer across all brands.
- Devised ETL architecture, allowing higher data integrity resulting in more reusable and efficient development.
- Worked as Technical Lead during the implementation of the EDW, Microstrategy, and Teradata CRM (TCRM) application resulting in direct marketing our loyalty rewards customers.

**Senior Technical Architect** (1998 – 2002)

**Lead Programmer / Analyst** (1995 – 1998)

**Sterling China Inc., East Liverpool, OH**

1992 – 1995

*Sterling China was the leading producer of restaurant grade china to companies T.G.I. Fridays, Chi Chi's, the Longaberger Basket Company.*

**MIS Manager**

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**EDUCATION / CERTIFICATIONS**

**Bachelor of Science**, Business Administration, Specializing in Finance Bowling Green State University

**Certified** Business Intelligence Professional

**Certified** Scrum Master