

Bryan Smith

@ bryan.c.smith@outlook.com
 [linkedin.com/in/brysmi](https://www.linkedin.com/in/brysmi)
 (281) 415-4778

Σ Summary

Driving business outcomes using analytic data platform technologies

✓ Core Skills

MPP Data Warehousing
Dimensional Design
ETL/ELT Development

Spark Development
Hive & Pig Development
Python & SQL

OLAP & Semantic Modeling
Relational & NoSQL Platforms
Public Speaking & Training

Experience

Databricks, *Solutions Architect* January 2019 to Present
Technical consultant assisting customers with the transformation of analytical and data programs founded on Spark

Southern Methodist University, *Adjunct Professor* December 2010 to Present
Professor of Data Science & Business Analytics within Cox School of Business, teaching Master-candidates advanced analytics platforms & coaching them in the use of technologies in customer-facing capstone projects

- Developed hands-on technology-oriented classes to teach students development skills in Hadoop, Spark & Data Warehousing. Consistently recognized in graduate post-mortem as a high-impact instructor.
- Skills taught in classes are frequently identified by employers as a key differentiator of our program. Three-years running, we have achieved 100% placement of graduates within the first 6-months following graduation.

Microsoft, *Analytics Platform Architect* July 2009 to January 2019
Internal sales consultant tasked with assisting Microsoft's most demanding customers in envisioning, developing & deploying data and analytics solutions aligned with Microsoft, partner and industry solution roadmaps

- Developed partnership with \$1B retail industry firm to deliver Azure-based category management analytics across 300+ product categories. Trained salespersons can now deliver targeted consumer insights with 8-minutes of effort. This previously required 3-days support from an experience analyst. Customer immediately saw \$480K per month in incremental benefit with a projected \$2M per year delivery cost.
- Repurposed AI service deployment patterns in use with Microsoft Cognitive Services to assist mid-sized Oil & Gas production management outsourcer in delivering lean, scalable anomaly-detection services across 42K managed wells. The capability differentiates the outsourcer's product offerings and has sparked interest from several Oil & Gas majors, potential customers traditionally outside the outsourcer's reach.
- Partnered with \$25B global telephony firm to develop on-demand Hadoop deployment capabilities, enabling the growth of their Data Science consulting services organization with minimal capital investment as company pursues growth in the emerging IoT market to offset declines in traditional hardware revenues.
- Assisted leading \$800M consumer insights firm in the re-engineering of their customer-facing, Hadoop-based Data Science platform to reduce time to service delivery from weeks to days. As a result, firm was able to minimize capital expenditures required for service growth and move smaller projects from negative to positive margins.
- Guided healthcare network analytics firm in migration of patient-outcome analytics to the MPP Data Warehouse platform on the Azure cloud, reducing processing times from 4 days to 8 hours, minimizing capital requirements associated with data center growth & enabling faster on-boarding of new customers. This platform now serves as the basis of a go-to-market partnership with a leading, globally recognized management & professional services firm.

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Experience continued

Hitachi Consulting, *Senior Architect*

August 2006 to July 2009

- Developed proprietary software solution for automated database discovery, allowing companies to quickly evaluate compliance with internal policies & licensing obligations ahead of vendor audits. Software lead to Hitachi Consulting's first US patent application and \$650K in new services revenue in first six-months of existence.
- Delivered top-rated training for data analysts supported by three books authored with Microsoft Press & Wrox, adding 10 new customers to the company portfolio and generating over \$2M in revenue over a two-year period.

Shell Oil/Pennzoil-Quaker State, *Architect & Manager*

February 2002 to August 2006

Trusted data professional handling complex and sensitive data & analyses during period of corporate change

- Lead back-office development of SAP-Microsoft data warehouse environment to provide access to new and legacy data for LOB formed through merger of Pennzoil, Texaco and Shell lubricants brands. Solution allowed analysts to identify \$100M+ in merger synergies while maintaining effective business operations.
- Provided labor modeling & analytics support as part of global transition to ITIL, enabling offshoring and organizational rightsizing in the face of declining revenues in the Lubricants & Retail divisions.
- Managed B2B systems handling 30% of North American revenues for top US lubricants supplier with no staff turnover post-merger and minimal downtime during a natural disaster effecting data center operations

Llesiant.com, *Database Developer*

March 2003 to May 2005

Developer of high-performance data retrieval solutions supporting emerging legal discovery product offering

Enron, *Database Developer*

March 2001 to February 2002

Developer of transactional & analytical solutions for various LOBs during period of extreme organizational change

eLocal.com, *Database Developer*

April 2000 to March 2001

Developer of high-performance geographical aggregation solutions, supporting first wave GPS-enabled mobile apps

Arthur Anderson, *Consultant*

July 1999 to April 2000

Developer of high-performance fuel-excite tax accounting software to support a growing services business

NC State University/USDA Forest Service, *Research Associate*

June 1997 to July 1999

Developer of scalable forestry models evaluating impact of climate change on US forests & dependent economies

Certifications

Hortonworks Certified Developer

Cloudera Certified Data Analyst

Microsoft Certified Solution Architect

Microsoft Certified Database Administrator

Microsoft IT Professional, Azure

CompTIA Professional

Publications

Lead Author – Smith, B. & R. Clay. Microsoft SQL Server 2008 MDX Step by Step. Microsoft Press, 2009

Co-Author - Turley, P. *et al.* Professional Microsoft SQL Server 2008 Reporting Services. Wrox Publishing, 2009.

Co-Author – Cameron, S. Microsoft SQL Server 2008 Analysis Services Step by Step. Microsoft Press, 2010.

Reviewer – Mundy, J. *et al.* The Microsoft Data Warehouse Toolkit, 2nd Edition. Wiley Publishing, 2011.

Education

Duke University, Master of Environmental Management – Resource Ecology, 1997

Texas A&M University, Master of Science – Environmental Sciences, 1995