

**Robert Wolfe**  
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### Employment Objective

I am an experienced Database and Business Intelligence professional with deep knowledge of Oracle tools. I have expertise in client facing and senior technical roles such as Sr Analyst and Architect as well as Team Lead and Manager. I have expertise in **all facets** of BI/DW including Project Management, Dimensional Modeling, Performance Tuning, ETL design and development, Report and Dashboard design and development as well as installation and administration. I am comfortable dealing with personnel at all levels of an organization with varying degrees of technical ability and ensuring that business goals are accurately translated into requirements and then systems that fulfill those stated goals. Able to speak the language of business as well technology I can use my over twenty (20) years experience to bridge the gap between senior management and IT in order to deliver BI solutions that provide real business value to an organization.

### Education

Bachelor of Computer Science, Acadia University, Wolfville, NS, May 1988

### Professional Skills

C	Team Leadership
Cobol	System Analysis and Design
HTML	Star Schema design
Linux/Unix shell scripting	Dimensional Data Modeling
Oracle Business Intelligence Enterprise Edition	Relational Data Modeling
Oracle Database	ETL Design and Implementation
Oracle Designer	Kimball DW Methodology
Oracle Forms	Inmon DW Methodology
Oracle Reports	BI Roadmap
Oracle Warehouse Builder	Project Management
PL/SQL	Report Design
SQL	Dashboard Design

### Professional Experience

Valassis, Inc. Windsor, CT September 2009 – Present

#### **Manager, Reporting and Dashboarding**

- Reporting to Director, Business Intelligence, led a team responsible for all enterprise reporting including a suite of tools that included OBIEE+, Business Objects, Hyperion and Oracle Discoverer.
- Performance reviews and general management of 4 direct reports.
- Coordination and implementation of changes to Oracle eBusiness reporting as a result of a system upgrade.
- Coordination and implementation of changes to Oracle eBusiness reporting as a result of the consolidation of General Ledgers of a newly merged company.
- Analysis, Design and Implementation of OBIEE+ reports and dashboards.
- Analysis, Design and Implementation of Oracle Discoverer queries.
- Analysis, Design and Implementation of MS Excel based reporting solutions.
- Installation, Configuration and Administration of OBIEE+ in a mixed Linux and Windows environment
- Maintenance of SharePoint portal based reporting facility.
- Design and development of custom reporting solutions for ERP systems using Discoverer, PL/SQL and Excel

Tools: OBIEE+ (development and admin), Oracle Database (9, 10, 11), Oracle Forms, Oracle Reports, Oracle Discoverer (development and admin) Business Objects, Microsoft Project, Oracle ERP (eBusiness), MS Excel (including macros, charting, pivot tables), Sharepoint, PL/SQL, SQL

Valassis, Inc.

Windsor, CT

May 2007 – July 2010

**Senior Business Intelligence Analyst**

- Analysis, Design and Implementation of Oracle Discoverer queries.
- Analysis, Design and Implementation of OBIEE+ reports and dashboards.
- Analysis, Design and Implementation of MS Excel based reporting solutions.
- Mentored client development staff in the area of PL/SQL and SQL optimization.
- Installation, Configuration and Administration of OBIEE+ in a mixed Linux and Windows environment
- Maintenance of SharePoint portal based reporting facility
- Design and development of custom reporting solutions for ERP systems using Discoverer, PL/SQL and Excel

Tools: OBIEE+ (development and admin), Oracle Database (9, 10, 11), Oracle Forms, Oracle Reports, Oracle Discoverer (development and admin) Business Objects, Microsoft Project, Oracle ERP (eBusiness), MS Excel (including macros, charting, pivot tables), Sharepoint, PL/SQL, SQL

Patriot Consulting

Iselin, NJ

January 2007 – May 2007

**Senior Business Intelligence Consultant**

- Gathered business requirements and designed Order Entry Data Mart for a leading direct mail media company.
- Gathered business requirements and designed Order Entry Data Mart for a leading direct mail media company.
- Mentored client development staff in the effective use of such tools as Oracle Warehouse Builder as well in the area of PL/SQL and SQL optimization.
- Analysis, Design and Implementation of Oracle Discoverer queries.
- Analysis, Design and Implementation of MS Excel based reporting solutions.
- Mentored client development staff in the area of PL/SQL and SQL optimization.
- Maintenance of SharePoint portal based reporting facility.

Tools: OBIEE+ (development and admin), Oracle Database (9, 10, 11), Oracle Forms, Oracle Reports, Oracle Discoverer (development and admin) Business Objects, Microsoft Project, Oracle ERP (eBusiness), MS Excel (including macros, charting, pivot tables), Sharepoint, PL/SQL, SQL

Oracle

Mississauga, ON

February 2006 – January 2007

**Senior Principal Consultant, Business Intelligence**

- Held a series of facilitated workshops with clients in several departments and at various levels of the organization to develop a roadmap for a long term reporting strategy for a large implementation of Oracle E-Business suite at a leading medical technology company.
- Designed and developed ETL using Oracle Warehouse Builder for a 15 TB data warehouse.
- Tuning of OWB mappings as well as custom coded SQL and PL/SQL.
- Designed and developed search functionality for a prototype business intelligence product for small to mid-sized police departments using APEX/HTML DB as a front-end and Oracle 10g as a backend..

Tools: APEX/HTML DB, Oracle Warehouse Builder, Oracle 10g, PL/SQL, SQL, Facilitation, Oracle ERP (eBusiness)

Adelphia Communications

Coudersport, PA

September 2005 - February 2006

**Principal Consultant**

- Lead ETL designer/developer, Co-Architect of 500 GB data warehouse for a large ISP/Cable company.
- Creation of Star Schema based Data Warehouse design
- Creation and tuning of ETL mappings using Oracle Warehouse Builder as well as custom SQL and PL/SQL
- Mentored client staff in the effective use of various Oracle tools including SQL and PL/SQL optimization.

Tools: Oracle Warehouse Builder, Oracle 10g, Oracle 9i, Oracle WorkFlow, AIX, Sun Solaris, PL/SQL, SQL

Port Wallis Technologies

Dartmouth, NS

February 2004 – January 2007

**Principal Consultant**

- Owner/Operator of a consultancy focused on e-commerce for small business.

Tools: Excel, HTML, Javascript, LAMP, Oracle 10g, Python, VBA, VBScript, XML, XSLT

Medavie Dartmouth, NS January 2002 – September 2005

**Senior Analyst – Business Intelligence**

- Technical Lead for data warehouse and reporting applications for a mid-size health insurance company.
- Build ETL processes for a 100 GB data warehouse using a mixture of SQL, PL/SQL, Pro\*C and Oracle Warehouse Builder.
- Migration and upgrade of production data warehouse and reporting environment from Oracle 7 to Oracle 9i.
- Responsible for all modeling and design of data warehouse database structures.
- Responsible for creation and maintenance of all relational and dimensional models for the data warehouse and related systems
- Responsible for the creation and maintenance of metadata
- Design and development of a multitude of reports using Oracle Forms, Excel and SQL
- Project management of an application for insurance rate calculation using RUP as a development methodology.
- Tools: COBOL, Excel, HTML, Java, Oracle 7/8/9i, Oracle Designer, Oracle Forms, Oracle Reports, Oracle Warehouse Builder, PL/SQL, RUP, SQL, UML, XML

DMR Consulting Halifax, NS April 1996 – January 2002

**Technology Architect**

- Designed and developed a widely distributed, high availability, distributed Oracle database.
- Designed and developed an ETL process for 1 TB of data in a severely time constrained environment.
- Designed and developed mobile telecommunications billing system.
- Designed and developed an on-line case tracking system for law enforcement.
- Oracle DBA duties for several clients.
- Managed consulting assignments ranging in size from 1 to 15 personnel
- Tools: C, C++, COBOL, Excel, MS Project, Oracle 8, Oracle Designer/Forms/Reports, Perl, PL/SQL, SQL, XML, XSLT

Informatique le Phare Aylmer, QC April 1995 – April 1996

**Principal Consultant**

- Designed and developed an electoral mapping application.
- Data Analysis.
- Designed and developed telecommunications fraud detection application.
- Tools: C, C++, Excel, Oracle 8, Oracle Forms, Oracle Reports, Perl, PL/SQL, SQL, VBA

Nutat Technologies Ottawa, Ontario April 1994 – April 1995

**Business Development Leader – Software Development**

- Management of multiple teams of software developers.
- Designed rules engine for telecommunications fraud detection.
- Design and creation of Decision Support tools
- Oracle DBA duties for numerous clients.
- Tools: C, C++, Excel, Oracle, Oracle Forms, Oracle Reports, PL/SQL, SQL

Statistics Canada Ottawa, Ontario April 1988 – April 1994

**Programmer Analyst**

- Operational Database Administrator for corporate financial systems.
- Designed and developed Decision Support tools for financial systems.
- Tools: C, COBOL, IBM Mainframe(JCL, ISPF macros, REXX), Oracle (various), Oracle Forms, Oracle Reports, PL/SQL, SAS, SQL, TPL

Coastal Oceanography Lab Dartmouth, NS September 1986 – September 1987

**Programmer**

- Created computer models of ocean current flow in North Atlantic
- Tools: Fortran, CDC Mainframe, Cray Supercomputer