**Alan Simon**

**A.S.U. W.P. Carey I.S. Department Resume/CV January, 2022**

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**Professional Summary**

* Popular, well-reviewed university classroom instructor for undergraduate and graduate classes.
* Author or co-author of 32 technology, business, and career books including the original *Data Warehousing For Dummies.* Latest books: *Modern Enterprise Business Intelligence and Data Management: A Roadmap for IT Directors, Managers, and Architects* (Morgan Kaufmann, 2014) and *Enterprise Business Intelligence and Data Warehousing: Program Management Essentials* (Morgan Kaufmann, 2014).
* Long-time “pragmatic thought leader” in business intelligence and analytics, data warehousing, enterprise information architecture, corporate performance management, and related disciplines.
* Expert at risk-managed incorporation of leading-edge concepts, architecture, and technology into high-impact, high-value solutions.
* Exceptionally strong leader and manager of high-performing teams (up to 120 professionals) at regional, national, and global levels; specialize in turnaround/revitalization situations.

**Education**

B.S., Arizona State University, Computer Information Systems, 1980

M.S., University of Arizona, Management Information Systems, 1982

Post-graduate study, University of Denver, Artificial Intelligence & Medical Information Systems, 1990-1991

**University and College Teaching History**

**2013 – date: Principal Lecturer (2020-date) | Senior Lecturer (2013-2020), Arizona State University, W.P. Carey School of Business, Department of Information Systems**

* Classes taught include CIS 405 (Business Intelligence), CIS 315 (Introduction to Business Data Analytics), CIS 355 (Business Data Warehouses and Dimensional Modeling), CIS 545 (MSIM Enterprise Systems), CIS 510 (MSIM Business Process Management and Workflow Analysis), CIS 593 (MSBA Applied Project), CIS 503 (Decision Making With Data Analytics), and CIS 515 (Business Analytics Strategy).
* Served as Faculty Director for both the on-campus (2014-2019) and online (2015-2019) MSIM programs; past interim Faculty Director for dual MBA/MSIM cohort.
* Currently serving as Faculty Director and Instructor for the Cognizant Continuing Education Program.
* Have taught ASU/WPC Executive Education courses, including annual Small Business Leadership Academy (SBLA) course in computing for modern small businesses and the online Analytics Certificate. Current member of the AZNext team for IS Department - involved with various programs (IIBA/ECBA, ABDA open scale, Google).

**2010 – 2013: Carnegie-Mellon University, Heinz College** – taught annual winter/spring semester graduate data warehousing course via distance learning.

**1996: Drexel University** – taught summer graduate data warehousing course.

**1990 – 1991: University of Denver, University College Program** – taught graduate courses in database management, professional consulting, and other subjects.

**1980 – 1981: University of Arizona, College of Business and Public Administration, Department of Management Information Systems** – as graduate student was full-charge classroom instructor for three undergraduate COBOL programming classes and 300-level classes in 1) data structures and 2) computer systems in society.

**Professional History: Consulting and Technology**

**2006 – date: Managing Principal, Thinking Helmet Inc. (formerly Precision Business Intelligence, LLC) –Self-Owned Personal Practice**

Provide expert-level services in business intelligence, data warehousing, and enterprise information management with focus on assessment, strategy, architecture, and roadmap engagements. (Company focused on executive education, writing, and seminars from 2011 – 2014 while working elsewhere. Current part-time activity per ASU/ABOR Guidelines.)

**2013 – 2014: Business Intelligence Principal, Point B (Western U.S./Phoenix office)**

Provided business intelligence and data management services to Point B clients in a Principal-level capacity, combining thought leadership innovation with a pragmatic commitment to delivery excellence. As “rainmaker” led or co-led successful business development efforts for five high-profile wins, all of which were successful engagements.

**2011 – 2012: Director, Professional Services for Arizona/Utah/Nevada and (interim) Southern California, MicroStrategy (Phoenix office)**

Led rebirth of consulting services in Phoenix area for MicroStrategy. Also served as acting Services Director for Southern California and Nevada Professional Services in addition to Arizona and Utah from February-July, 2012; at height managed team of 30 consultants including Southern California, with 3 next-level-down managers. In Arizona went from 1 customer before assuming role to 10 customers. Exceeded all objectives in delivered revenue and team management each quarter during my tenure. Go-to executive in Southwest for resolving project challenges, and led three successful project rescue efforts during my tenure. Highly skilled at heavy management administration workload that included quarterly performance reviews for all employees and multiple internal systems for customer management and internal business operations management (e.g., forecasting, deal quote workflow, staffing, revenue recognition, project quality, etc.).

**2005 – 2006: Vice President, Global Data Warehousing “Vertical” Practice, Business Objects (Global Role/Virginia office)**

Responsible for strategic direction, offerings portfolio, and sales/delivery of high-impact data warehousing engagements to Business Objects customers. Exceeded sales target by more than 3x ($18MM bookings vs. $5MM target). Responsible for engagement quality for all global projects within my “vertical” and established new body of processes and tracking capabilities to support these activities with limited staff. Personally led team that defined the target BI/data warehousing architecture and five-year roadmap for Gap, Inc. across their multiple brands. Built frameworks and worked with solutions development team on leading-edge analytical applications.

**2003 – 2005: Vice President, National Business Intelligence Practice, Alliance Consulting (National Role/Philadelphia office)**

Led national business intelligence practice during company shift from supplemental staffing to solutions/projects, and then headed up special unit for mission-critical, real-time analytics targeted for Homeland Security and other post-9/11 governmental agency opportunities.

**1999 – 2003: Senior Manager, North American Data Warehousing Practice, Deloitte Consulting (North America-level role/Pittsburgh office)**

Originally hired as Global Data Warehousing Practice Leader “in waiting” but instead served as member of Firm’s North American data warehousing and BI leadership team for four years. Chief BI/DW thought leader for business development and innovative next-generation solutions. Sold and delivered more than a dozen engagements ranging from strategy/roadmap to multi-year, multi-phase development, many to net-new clients in competitive situations versus industry BI/DW leaders. Achieved high win rate despite the timeframe including the dot-com bust and the global business slowdown following 9/11.

**1997 – 1999: Associate Vice President, Global Data Warehousing Practice, Cambridge Technology Partners (Global role/New Jersey office)**

Responsible for transforming underperforming, motivationally challenged global practice into high-performing organization capable of competing head-to-head with IBM, PwC, Braun Consulting, and other BI/DW powerhouses of that time. First-year revenue was 5x previous year’s ($27.5MM vs. $5.5MM), and delivered same results in second year despite significant internal company turmoil, hiring freezes, executive turnover, and multiple reorganizations. Personally led BI/DW strategy, architecture, and roadmap engagements at Highmark, PNC Bank, and US Steel. Achieved ultra-high retention and internal policy compliance (e.g., weekly time reporting) throughout my tenure.

**1995 – 1997: Technology Manager, Enterprise Data Management, CoreTech Consulting Group (Philadelphia)**

Sold and delivered multiple BI/DW engagements to my two primary customers (SmithKline Beecham and CoreStates Bank), including BI/DW roadmap work as well as solutions development and delivery. One of the SmithKline Beecham engagements became the foundation for my book ***90 Days to the Data Mart***.

**1992 – 1995: Independent Consultant, Data Management/Advanced Technologies (New York/Philadelphia/New Jersey)**

After moving from Colorado to New Jersey delivered independent consulting services to various Wall Street customers as well as a DoD contractor and (before joining CoreTech full-time) SmithKline Beecham. Also wrote many of my books during this time period.

**1987 – 1992: Senior Product Manager/Principal Software Engineer, Database Systems, Digital Equipment Corporation (Colorado Springs)**

Initially was software architect and developer for data modeling tool product and then was part of product management team for distributed database management system (DDBMS) product development.

**1986 – 1987: Business Development Manager, SSDS, Inc. (Denver)**

Led year-long business development effort for large US Air Force office information system implementation. Delivered networking solutions consulting to various government agency customers.

**1982 – 1986: Computer Systems Officer (2nd Lt. through Captain), United States Air Force (Colorado Springs)**

Software developer and later Section Chief for missile attack warning system at Cheyenne Mountain (i.e., the real-life “War Games” system). Spent final year of my active duty tour doing advanced software R&D and was team lead for one of the Air Force’s first operational mission-critical, real-time sensor-to-local area network implementations.

**1980 – 1982: University of Arizona, various roles (Tucson)**

During graduate school was full-charge classroom instructor (Year 1 – see Teaching History above) and R&D work and Master’s Report on emerging computer-aided software engineering (CASE) technology (Year 2); later worked as internal university consultant at Computer Center following graduation.

**1979 – 1980: Software Developer, Arizona Attorney General’s Office (Phoenix)**

During senior year at ASU worked on early-generation data warehousing implementation to support Attorney General’s Office investigators.

**Publications**

Author or co-author of 32 books dating back to 1985 with publishers such as McGraw-Hill, John Wiley & Sons, Bantam Professional, Van Nostrand Reinhold, Morgan Kaufmann, and others.

Business intelligence/analytics, Data Warehousing & Data Management Books

**Modern Enterprise Business Intelligence and Data Management: A Roadmap for IT Directors, Managers, and Architects**, Morgan Kaufmann, 2014

**Enterprise Business Intelligence and Data Warehousing: Program Management Essentials** Morgan Kaufmann, 2014

**Data Warehousing For Dummies(original 1st edition)**HungryMinds (formerly IDG Books: Dummies Press)***,*** 1997

**Data Lakes For Dummies**, John Wiley & Sons, 2021

**90 Days to the Data Mart,** John Wiley & Sons, 1998

**Understanding the New SQL: A Complete Guide**, Morgan Kaufmann Publishers, 1992 (co-author)

**SQL:1999 – Understanding Relational Components**, Morgan Kaufmann Publishers, 2001 (co-author)

**Strategic Database Technology: Management for the Year 2000**, Morgan Kaufmann Publishers,1995

**Data Warehousing and Business Intelligence for E-Commerce**, Morgan Kaufmann Publishers, 2001 (co-author)

**The Business Hypothesis Imperative: Solving the Missing Link in Big Data, Analytics, and Data-Driven Insights**, Thinking Helmet Press, to be published summer 2021 (TBD)

*Also:*

**Data Mining (“e-briefing book” for MightyWords.com)**, 2001

Other Business and Technology Books

**How to Be a Successful Computer Consultant**, McGraw-Hill, 1985 (1st ed.) 1990 (2nd ed.), 1993 (3rd ed.), and 1998 (4th ed.)

**The Computer Professional’s Survival Guide**, McGraw-Hill, 1991

**The Computer Professional’s Guide to Effective Communications**, McGraw-Hill, 1992 co-author)

**Downsized But Not Out: How to Get Your Next Computer Job**, McGraw-Hill, 1994

**Workflow, Groupware, and Messaging**, McGraw-Hill, 1996 (co-author)

**Applications Migration: IBM to VAX**, Van Nostrand Reinhold/Intertext, 1992 (co-author)

**System Migration: The Complete Reference**, Van Nostrand Reinhold/Intertext, 1992

**The Integrated CASE Tools Handbook**, Van Nostrand Reinhold/Intertext, 1993

**Enterprise Computing**, Bantam Books/Intertext, 1992

**Implementing the Enterprise**, Bantam Books/Intertext, 1992

**Network Security**, Academic Press, 1993 (co-author)

**Network Reengineering: Foundations of Enterprise Computing**, Academic Press, 1994

**Open Systems Handbook**, 2nd Edition, Academic Press, 1994 (co-author – did revised edition)

**Transitioning to Open Systems**, Morgan Kaufmann Publishers, 1996 (co-author)

**Open Client/Server Computing and Middleware**, Academic Press, 1995 (co-author)

**The Computer Major’s Guide to the Real World**, Barron’s Educational Series, 1999

**Stock Options For Dummies**, Wiley/HungryMinds (formerly IDG: Dummies Press), 2001

**Blocking and Tackling Your Way to Management Success**, Thinking Helmet Press, 2009

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**Estate Planning For Dummies**, John Wiley & Sons, 2003 (“behind the scenes” un-credited co-author/professional author)