

DAN HERTZ

IT Business Analyst

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SKILLS

Broad IT Knowledge
Innovative Thinking
Problem Solving
Strategic Planning
Project Management
Writing/Communications
Teaching/Group Facilitation
Quick Learner

SOFTWARE/SYSTEMS

Co-inventor of two USPTO business patents relating to XML technologies.

Experience with:

Apple/Microsoft/Linux/Android OS
Social Media Platforms
Office 365/Teams/Zoom/Adobe
Web/Mail Server Architecture
Cloud/VM Tools
Database/Search (SQL/SOLR)
Power BI/Power Query/Power Apps
SAP Fieldglass/SAP ECC ERP/T-Codes
Data Mining/Python Scraping
Google Analytics/SEO
XML/XSLT/XPath
Jupyter/Pandas/Visualizations

LANGUAGES

English (fluent/native)
French (intermediate)
Spanish (beginner)

♥ MY COMMUNITY

Federal Elections Returning Officer, Victoria BC
Former Board Member, Calgary Pro Musica Society
Former Board Member, The Glencoe Club of Calgary Fitness Committee
Computer Coach for Seniors
Front of House Assistant, Alberta Theatre Projects/Theatre Calgary

PROFILE

Provides strategic direction for product, process and user experience improvement, digital best practices, modernization initiatives, technology adoption and implementation. Defines business needs and processes, and bridges business unit/stakeholder needs with IT implementation. The idea guy.

SUCCESSSES

Product and Process Improvement/Innovation

- Highlighted seven areas of process and product improvement for SAP Fieldglass user adoption and initiatives: Sharepoint search, chatbot (Google Dialogflow), portal design, change management training and content, Microsoft Power Apps integration, and email automation.
- Improved workflow by coding Microsoft Power Query/Power BI queries to solve SAP ECC client invoice reconciliation issues. Automated and extracted email data using Power Automate. Created Microsoft Project GANTT chart to track SAP-Oracle development – from initiation through SIT/UA testing and project launch.
- Spearheaded a 2,000-page sales force portal to streamline business processes, improve internal and stakeholder information exchange, and provide access to market research, product information, sales tools, brand insights, analytics and competitive intelligence data.
- Advised on the development of a custom-collateral print solution to solve sales force inefficiencies, shorten sales time, reduce errors and generate more than 3 million customized pages. Consulted on, and helped draft, systems and U/X requirements, RFP needs and vendor assessments.
- Developed a data mining tool to extract-transform-load (ETL) over 1.2 million records into a Solr search engine, enabling fast and targeted data retrieval, analytics, visualizations and customized report generation. Built XML/XSLT and Python web-scrapers to extract data into a PostgreSQL database and Pandas DataFrame.
- Provided strategic direction for SEO, social media marketing, B2B, B2C, e-commerce and Internet best practices, including: mobile/digital technology and standards, web development, business process improvement, defining business needs and processes, modernization initiatives, U/A and quality assurance testing, usability and user-interface guidelines, information architecture, design for persons with disabilities (Section 508), analytics and success metrics.

Other Project Management/Research/Communications

- Successfully managed election riding operations, including election processes, vote counts and a team of more than 20 volunteers.
- Briefed the Canadian Finance Minister, Prime Minister's Office and Minister for State daily on media reaction to the Goods and Services Tax (GST) implementation, Finance Department programmes, policies and initiatives.
- As a Government of Canada Information Officer and member of the GST Communication Task Force, facilitated its launch by fielding and answered questions about the Goods & Services Tax.
- Conducted extensive research and analysis across all media, and social media channels, combining findings into daily (and project) reports.
- Wrote and designed best-practice and policy manuals, troubleshooting guides, marketing materials, brand assets, other collaterals. Email campaign templates generated over \$215,000 in new revenue.

EDUCATION

- The University of Calgary, Bachelors of Fine Arts

EMPLOYMENT HISTORY

2022 Nutrien Ltd. (Procurement: Fieldglass PMO, Process Improvement)
2005-Present Dan Hertz Consulting
2002-2005 Sr. Online Consumer Experience Architect, Sallie Mae Inc.