**GERALD BELTON**

**Professional Career Consideration**

**Hilton Worldwide**

**Start:** September 2019 – June 2020, **10 Months**

**Title:** Vice President Data Architecture and Engineering

**Contributions**

Restructured the data and engineering team of 120, supporting headquarters, and regional offices.

Returned millions of dollars back to the organization for reinvestment.

Hardened data services across its entire footprint [ lineage, PII, GDPR, CCPA]

Increased reservations and bookings revenue by implementing daily transactions from Online Travel Agency (OTA) data streams.

Optimized operations and admin activities; increasing system availability: workflow, CRON jobs, data ingest /egress and consumable datasets across multiple business channels.

User Experience rebrand of the Data and Engineering team | Website | Engagement Process | Tracking and Reporting.

Introduced and delivered RunOps, whilst decoupling core programmatic layers within the data lake services

Reduced redundant processes prone to ambiguity and delay of project milestones

**Responsibilities**

- Head of the enterprise data organization; managing people, systems, and process

- Develop trusted relationships with business heads and tech peers

- Manage a global team and support technology transformation rollouts

- Partner with software team to transform and support DevOps processes

- Data Governance leader and member for governance board

- Vanguard strategic technical vision, data architectural designs and implementation of new data mechanisms

- Manage a multimillion Opex / Capex budget

- Drive advanced data insights, analytics to actions for continuous informed decision-making across LoBs

- Collaborate with leaders throughout the global network to establish and deliver technology roadmaps

- Oversee the design and rollout of technology solutions that enhance transformation goals

- Key leader transforming the organization's evolution into a data-centric, guest journey culture, driving timely and impactful change

- Scale and position the organization to incorporate emerging technologies around the use of big data and modern analytics

- Lead counsel for all aws and Hortonworks ontologies; EMR, S3, Redshift, Hive, Spark, Kafka, MapReduce, Ranger, etc…

**BMW of North America, LLC.,**

**Start:** July 2012 - September 2019

**Title:** Americas National Sales Company Chief Architect

7+ Years in various roles of increasing and diverse responsibility.

**Contributions**

\* Predictive analytics 0-30 day cashflow for BMW Treasury; result translated to cashflow and investments

\* Modern analytics methodology and SaaS platform; result translated to shared dashboards across LoBs

\* Customer data driven analytical visualization dashboards; result translated to consistent contribution

margin, cost of retail, MSRP trends, pipeline and incentives

\* Data visibility, quality and usage; result translated to vehicle unit availability nation-wide

\* Insights and enablement across multiple LoBs; result translated to streamlined customer campaigns

\* AGILE processes introduced and applied across IT and other LoBs; result translated to transparent,

consistent funding and MVP delivery

\* Forged partnerships with LoBs like Purchasing / Procurement; result translated to transparent, speedy

investments at the right time aligning to the organization targets

\* Franchise dealer support processes; result translated to streamlined customer – dealer – corporate

interactions with products and services

\* Technology transformation across Munich, Germany and the Americas; result translated to platforms, tools

leveraged across newly platform of services

\* SEO for miniusa.com and bmwusa.com

\* Content Management Platform; result translated to lower costs to operate with increased UX and analytics

- (Adobe CQ5) in the US Market (miniusa.com)

\* iOS mobile app developed products; result translated to Dealer Franchise and corporate leverage of tools

for each business unit

**Responsibilities**

- Lead software and application architecture standards discipline in the Americas

- Lead global projects from concept to completion

- Be the advisor and thought leader for the organizations top 5 initiatives

- Thought leader and master architect for IT capabilities in support of business priorities

- Manage a diverse team in skill, function across geographic locations

- Train and support all Salesforce and Force.com initiatives

- Manage and collaborate across four DevOps Teams a 25M / 10M operations / innovation budget

- Mentor and hire new talent for Americas

- Establish strong networks across internal companies with an emphasis on Munich, Germany

- Align business and IT practices and applications to standards from Munich, Germany and the Americas

- Partner with vendors both initiated by business or IT, driving value to opportunity

- Knowledge source for teams, providing standards, Munich, Germany support and architecture

- Manage application landscape enhancing visibility to the applications supported by IT

- Provide training on platforms; Salesforce, Tableau, Cognos, Informatica, and SAP

**Additional Accomplishments**

1. Master Architect for BI / Data Analytics / Data Visualization
2. Creating processes that introduced review and approval for all IT Services
3. Manage and performance evaluate a high-performance team of 30 Associates  
   - project scope and delivery
4. Contributor in review and approval of RFPs
5. Master Architect and key technical engineer for nationwide franchise dealerships
6. Deliver analytics, data visualizations
7. External activities - Ultimate Driving Experience, Bimmerfest and additional BMW events.

**Pre-BMW Professional Career Consideration**

**Multi-disciplined Professional 1990 - July 2012**

Managed BPM, architecture, business analysis, project resources, strategic planning, and cost control. Scheduled projects and ensured timely deliverables. Collaborated with project management teams and leaders. Ensured attainment and completion of service and maintenance level agreements. Interfaced with peers to negotiate contracts and agreements and maximize alliances.

**Key Project Engagements:**

**• Forest Laboratories- Technology Architect / Advisor:** Formulated and developedmodeling standards and principles. As Advisor, delivered strategic plans for base models (Business, Domain, Data, Information, Process, Workflow, System, etc). Served as expert on TOGAF, MetaStorm / OpenText, and BPM. Led all aspects of business analysis.

**• Janssen Pharmaceuticals, General Practitioner - Business Lead**: Managed and led deployment of Veeva Systems, CRM/CLM Cloud based technology for 300+ sales members and district managers. Council member with leadership of CRM design, development and deployment. Performed interviews with business and technical resources to build business process models (BPM).

**• Forest Laboratories – Technical Architect**: Administered systems analysis for SAP HR and customized systems to map current Application Landscape for targeted data. Verified and assessed ABAP code, DBMS tables, GUI, and gap analyses. Leveraged TOGAF and MetaStorm Provision expertise. Outlined processes for Enterprise Service Bus webMethods(wM).

**• Bristol-Myers Squibb – Senior Enterprise Architect**: Orchestrated support and architecture or SharePoint 2007 sites and developed farm structures, site development, deployment and operations.

**• Technical Advisor** for Project, Team and Community SharePoint 2007, 2010 sites supporting a 500+ site community.

**• Technical Developer** for numerous main sites, coordinating MS Excel and SQL core services, group calendars, and multiple views for 33,000 members.

**• Research Analyst** for SharePoint site extended features and custom capabilities.

**• Senior Enterprise Data Architect** for R&D - Regulatory, Informatics, and Clinical, spearheaded data modeling, data profiling and reporting analysis.

• Championed many roles as **Team leader, Strategic Advisor, Technical Data Architect, Project Leader**, and **Liaison**. Optimized data standards creation, data governance models, and qualitative data cleansing efforts. Served as Report Writer for all published Erwin models.

**• Professional Management Services Company - Chief Architect**: Designed a strategic roadmap for architecture methodology, artifacts and reusable business deliverables.

**• Enterprise Application Architect**: Structured and developed Enterprise Architecture Blueprint, Architecture Methodology and Definitions, Integration Architecture, Application Services and capabilities, Application Landscape, Security Layer Architecture, and more. Conceptualized and developed process to enable Siebel CRM integration into SAP. Defined future state CRM business processes, mapped to organizational capabilities. Facilitated workshops on process, integration, and gap analysis.

**Additional Engagements**

• Senior Managing Consultant / Business Lead(Various Functional Roles)

• Senior Enterprise Data Architect – Millipore

• Chief Enterprise Architect - Vertex

• Project Manager, Business Architect, Business Process Analyst - Merck

• SOA Application Architect - Wyeth

***Early roles*** as **Technology Manager** at Johnson & Johnson Corporate.   
**Project Integration Leader** at Pharmaceutical Research & Development, A Johnson & Johnson Company – leading a Siebel Clinical Trials Management System.

**Education & Credentials**

Former SAP ASUG, Chairman of the Board for Life Sciences and Healthcare (2 Years)

B.S., Computer Science & Telecommunication Management,DeVry University  
Electronics certification (A+), Computer Learning Center  
Project Management certification, PMI

Six Sigma Green Belt Certified  
Scrum Master Certification, Scrum Alliance

**Training & Development**

TOGAF, BPM, Six Sigma, PMP, BMW Product 101 / 202, Introduction to BMWi, Product Preview: BMW i8, U.S. ONE Strategy, BMW Heritage – A Legacy of Excellence, Customer First: Our Team Member Commitment…

**Extracurricular Activities**

Avid Traveler, Spirited / Race Car Driver, Golfer, Basketball player, Basketball Coach, Mentor, Thought Leader