# **SUMMARY**

IT consultant with 10 years of experience in CRM applications such as Siebel, CRM on Demand and Oracle Sales Cloud in different sectors such as Healthcare, Communications, Sales, Education, Public Sector and Marketing projects with strong knowledge in Business Analysis, Architecture, Development and Administration of the platforms.

**Qualifications Highlights**

* 10 years of experience configuring CRM applications (**Siebel, CRM on Demand,** and **Oracle Sales Cloud**)
* Experienced with **Siebel** enterprise **architecture** internal and external architecture with other systems such as and **ERP, OBIEE, BRM**
* Experienced working with **Oracle Sales Cloud** 2016
* Experienced working with **8.1 Siebel** versions in **Public Sector, Communications** and **Customer Hub** Verticals (**versions above 8.1.1.10 to IP16 Open UI**) and platform upgrades
* **4 implementations** of **MDM** (**Siebel** and **Oracle Sales Cloud**) working as lead developer and CRM developer
* Had performed **technology analysis** in education sector by configuring, establishing rules and best approach to identify duplicate record in **Siebel UCM** for data governance
* Experienced in **Siebel Administration** and **Oracle Sales Cloud Administration**
* Experienced in **OCH Configuration** Duplicate Resolution, Data Quality, Address Cleansing, Source Systems and User setup.
* Experience in **EDQ** configuration and setup
* Experienced in **Siebel Configuration** of objects such as **Business Services, Workflows, Web Services** (inbound and outbound), **Applets, Views, Screens, Fields, Business Objects, Business Components, Integration Objects, Siebel eScript, Business rules**, etc.
* Proficient in **Oracle CX** (Eloqua, Oracle Sales Cloud, CPQ Cloud, Oracle Service Cloud and Oracle Field Service Cloud)
* Proficient in **Siebel Open UI,** specific classes, and methods
* Proficient in **Relational Database Management Systems** such as **Toad, Oracle SQL Developer, MySQL**
* Experienced in web design using **HTML** and **CSS**
* Proficient in integration processes such as **REST API** web services, **bulk import, and export** from **OSC**, **Siebel EIM, ETL (ODI)** and **Web Services**
* Working experience in **Data Migration** including **Data Quality** cleansing prior to import
* Strong written and verbal communication, flexibility, teamwork, and problem-solving skills
* Experienced with Oracle Cloud applications (**Sales Cloud, HCM, ERP, OFS, Eloqua**)
* Strong knowledge of trends and directions in the IT field
* Experience working in a global team, proficient in **English**, **French** and **Spanish**

## EDUCATION

### Advance Diploma (Biomedical Engineering) (Jan 2019 - Apr 2020)

*Centennial College, Toronto, ON*

Major project: Smart pill dispenser

GPA: 4.14/4.5

### Bachelor of Applied Science (Biomedical Engineering) (Jul 2006 – Dec 2010)

*National Polytechnic Institute, Mexico City, Mexico*

Thesis: USB ECG with MATLAB UI and MySQL database

# **TECHNICAL SKILLS**

Languages: JAVA, C#, SQL, PL/SQL, Siebel eScript, C++, Python, Bash, HTML, XML, WSDL, NodeJS

Software: Excel, Word, PowerPoint, SQLDeveloper, MySQL, Toad, Oracle JDeveloper, Oracle 9.X, 10g and 11c, ODI, OBIEE, Oracle Fields Service Cloud, Oracle CPQ Cloud, Siebel CRM on demand, Salesforce, Microsoft Dynamics, PowerBI

Operating Systems: Windows, Oracle, Linux, Unix and VMS

Methodologies: Agile, SCRUM, OUM (Oracle Unified Model)

# **RELEVANT EXPERIENCES**

**Deloitte Consulting/Functional Lead (Jan 2019 – Present)**

*Rogers /Toronto, Canada*

***Implementing of the Oracle Customer Hub. It includes.***

* ***Oracle Customer Hub*** 
  + Customer Hub Key Components
  + Simple Search and Advance Search
  + Customer Overview
    - Contacts
    - Classifications
    - Addresses
    - Accounts
    - Attachments
    - UDA (User Defined Attributes)
    - X-reference to legacy records
  + D&B Enrichment
  + Trading Partner Relationships
  + Extension and Customization

***Implemented Oracle Customer hub. Following tasks were involved in this first Phase***

* CDH Data model, Global, Local, Relationships, Hierarchy, D&B attributes
* Functional Setups includes Profiles, Users, Roles, Menus and Functions required to Customer Hubs.
* Review for EDQ Audit, Profile and Standardization Rules for Data Conversion for Customer
* Design and Build EDQ Audit, Profile and Standardization Rules for Data Conversion for Customer
* Design, Configure and Build EDQ- Oracle Address Validation Connected with data conversion process.
* Design and Build Customer Source Staging Data Model (Considering EBS and Legacy Systems)

## Oracle Consulting/Solution Architect (Nov 2017 – Jan 2019)

*Tigo, Guatemala City, Guatemala*

Specialist Leader for MDM, Enterprise Architecture and Solution Architecture; Program Management; Change Management; MDM Data Governance; risk assessment and reporting; status updates to the steering committee; gap analysis; requirements gathering; architecture for design and business intelligence; Functional /Technical analysis; AIM documentation; creating the Strategy and Roadmap, Blueprint for the application architecture and integrations

* Analysis of requirements and needs according to existing Business Processes
  + Participated in CPR 1 for sales processes and needs for salespeople.
  + Participated in CPR 2 so we detected GAP requirements about contact information
  + Participated in CPR 3 for UAT tests, performed gradually by branches.
* Propose improvement to existing configuration
  + Worked with order management module, product catalogue and assignment manager
  + Improved sales processes and modified duplicate identification and resolution for Contacts and Accounts
  + Developed several custom WF and BS to improve existing functionality according to business rules established by the final users
* Develop change request and fixes in the application in time and manner
  + Worked in application design
  + Performed deployment of new/updated functionality
  + Configured data governance in Oracle Customer Hub
* Setup EDQ to cleanse and validate records for Contacts and Accounts
* Improved the performance of the area by reducing the time the developments in the application were made.
* Implemented Oracle Sales Cloud as a front application for different users in the B2B sector
  + Matched field configuration to existing mapping in Siebel communications
  + Configured duplicate identification rules and duplicate resolution
  + Activated Address validation and cleansing
  + Configured sales process and lead qualification process
  + Configured fields and views in Oracle Sales Cloud for contacts, accounts, leads and opportunities
* Participated in the upgrade to Siebel Open UI IP 2016 by installing and testing functionality.
* Modified Open UI Presentation Model and Theme
* Analyzed Sibel Open UI’s Architecture in order to identify the best approach for the upgrade.
* Worked with Order Management Module by creating and updating business rules as Business Services or Workflows within the application in order to meet the up-to-date requirements/business needs
* Developed several web services mainly in orders, contacts, and account objects
* Gathered new requirements, analyzed them, offered the best approach based on the out of the box functionality/best practices in the application.
* Designed new functionality based on the user’s needs.
* Developed and tested new functionality (Applets, Fields, Integration, Business Services, Workflows, Buttons and Views)
* Trained final users on the use of the functionality
* Participated in team meetings to decide and divide the workload based on skills and experience to get the best results in the shortest time.
* Provided support in the application to the users and to team members.
  + Used analytical, problem solving and decision-making skills
  + Executed regression test cases
* Created documentation accordingly to the functionality developed
* Collaborated with IT professionals from India, Colombia, Venezuela, and Mexico throughout the whole SDLC and integration with other existing applications within the company performing as excellent team player and told from my teammates.
* Abiding to SCRUM structured methodology for the implementation of the project as instated by the company, from design, development, maintenance, deployment, and support to the application.
* For some fixes and urgent requirements used RAD methodology to get the functionality ASAP.

## CRM Lead (Feb 2014 – Sep 2017)

*STO Consulting Mexico City, Mexico*

* Worked as CRM Leader in the implementation of CRM on demand and Oracle Sales Cloud applications
* Worked as business analyst, developer, leader in a major implementation of Oracle Customer Hub for the education sector
* Loaded data into EIM\_UCM tables
* Configured Source Data History and Cross References functionality, Survivorship Rules, Duplicate Resolution and Siebel Data Governance
* Configured Informatica Identity Resolution (IIR) from installation to configuration
* Configured Enterprise Data Quality for duplicates identification
* Developed changes in the application (Scripts, Applets, Views, Workflows, Data quality configuration)
* Developed changes in Oracle CRM on demand application
* Worked as Siebel developer by creating new functionality in the application (Views, processes, Fields, Integration Services, Data Quality rules)
* Participated in meeting with the IT officer of the Education Ministry to report the status of the ongoing developments, pending tasks and overall status of the project.
* Worked alongside many teams withing the Ministry to gather and analyze their information to include it in the master database.
* Performed scheduled data imports via EIM and Web Services.
* Retrieved information packages from Oracle database by creating SQL scripts to retrieve information as desired from relational database.
* Developed Proof of Concepts (POC) for demonstrations to potential clients using different modules or Siebel (Financial, Service and UCM)
* Developed a 360 view of the contacts information which displayed the up-to-date information stored in 7 different databases.
* Created rules for data governance withing the application.
* Assisted to several seminars about Cloud Applications (Oracle Customer Experience)
* Learned Oracle Sales Cloud and compared it to CRM On Demand and Siebel in order to offer new potential customer a more affordable CRM solution
* Implemented from start to end 3 Oracle Sales Cloud projects and participated in over than 5
  + Set up of their sales process, sales units, incentive compensation, KPIs, etc.
* Created documentation of the projects and task performed according to the existing structured methodology of the project (Oracle or Government)
* Worked with internal and external teams to deploy and develop different modules or functionality to the application, being a good team player by meeting deadlines and SOW in proper manner.

## Siebel Developer (Nov 2013 - Feb 2014)

*Dish Network Mexico City, Mexico*

* Worked as consultant of the internal team to develop change request that were left out of the scope
* Developed outbound and inbound web services as requested in time and manner
* Worked alongside Oracle consulting in order to define the scope of the development to be made
* Worked as part of the internal team, participated in meeting to give status and concerns about the ongoing development.
* Worked as Siebel developer by creating new object in the applications (Fields, Business Objects and Integration Objects)
* Created mappings for the new information, updated existing information on the database (created SQL script)
* Performed analysis of the changes to be made and estimated time to finish all the related tasks.
* Designed new functionality
* Performed UAT of the functionality alongside internal team (Dish) and external (Oracle)
* Created documentation abiding to the existing methodology and format.
* Trained internal team members on how to develop integrations and mappings, provided all the information related to my work done.
* Provided support to the internal team
* Working along with Oracle support and being part of the QA team to test the deployments and interactions of the developed functionality according to test scripts and test data provided.

## Jr Consultant to Sr Consultant (Jun 2011 - Oct 2013)

*Brio Software Mexico City, Mexico*

* Participated in HL7 training and Oracle Siebel Business Analyst
* Gathered requirements and translated them from medical terminology for my team.
* Provided my opinion on the best approach, studied the best practices and out of the box functionality of Siebel CRM
* Used Siebel tools to perform developments in a local database, and the created my own extract of the development environment to start working on my requirements.
* Developed custom functionality, mostly creating custom validations on Field objects such as getting a Field validated based on the values of several fields, used substrings and loops on Siebel eScript to get the validation done.
  + Used RUP methodology most of the times.
* Learned how to do integrations from Siebel and from third party software to send and store information.
* Worked as Siebel Administrator by changing repositories with new functionality, error tracking by increasing log levels in the application and in the database, tuned the application to provide a better performance, monitored the status of the servers.
* Worked in several project as integration specialist by developing web services using EAI Siebel adapter workflows or custom Business Services created from the scratch.
* Performed data import using Enterprise Integration Manager (EIM)
* Participated in a small development of Oracle Business Intelligence Enterprise Edition (OBIEE) by creating warehouses and data cubes for exploiting them to create KPI (Key performance indicators)
* Participated in the deployment of the application at a National Level, going to all over the country to the hospitals to train and monitor the use of the application.
* Worked in hospitals designing, developing, and testing integration with their Hospital Information Systems.
* Worked in a construction company’s project by helping the implementation team to create custom approvals and modified their product configurator applying price lists and discount matrixes.
* Created documentation based on the government’s regulations, abiding to the due dates and the specifications.
* Provided training to internal team members and final users on the use of the application.

## VOLUNTEER EXPERIENCES

### Volunteer- Veterans Centre (Nov 2019 – Present)

*Sunnybrook Health Sciences Centre**Toronto, ON*

* Looked after the veterans at the centre
* Escorted veterans to their religious services

## CERTIFICATIONS

* Oracle Customer Hub and Oracle Data Quality Sales Specialist
* Siebel 8.0 Integration
* Oracle Customer Hub (UCM) and Oracle Data Quality PreSales Specialist
* Siebel CRM 8.1.1 Sales Specialist
* Oracle Sales Cloud Security 2016 Implementation Specialist
* Oracle Sales Cloud Data 2016 Implementation Specialist
* Oracle Siebel Clinical Trial Management 8.1