

DAVID L. BOONE, MSSM, PMP, CBAP

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BUSINESS ARCHITECT, DATA SCIENTIST, PROGRAM MANAGER, SIX SIGMA BLACK BELT

Senior business architect, change agent and program manager with a track record of **maximizing business value** by identifying and implementing **revenue capture and cost reduction opportunities** through proactive leadership supported by **data science and process analytics**. 20+ years of global consulting, IT and operations experience (including **Big-4 KPMG**) employing disciplined, proven approaches for optimizing business effectiveness while ensuring alignment and support between organizational strategy, processes and information technology while delivering mission critical business and technology solutions for clients in a wide variety of industries including banking, chemicals, CPG, electronics, government, health care, pharma, retail, technology and telecommunications. Master of Science in Systems Management (MSSM) from the University of Southern California (GPA 4.0). Multiple professional and technical certifications including **CBA, CBAP, CSM, PMP and Six Sigma Black Belt**. United States Army and Marine Corps veteran (Major / O-4).

AREAS OF EXPERTISE

- Business Analysis & Architecture
- Business Process Redesign
- Customer Experience (CX)
- Data Science & Decision Analytics
- Independent Verification & Validation
- Organizational Change Management
- Program & Project Management
- Project Portfolio Management
- Requests for Proposal (RFP)
- Solution Architecture & Design
- Technology Selection
- Training Development

PROFESSIONAL EXPERIENCE

**INFORMATION SCIENCES INC. /
VALU CONSULTING (VALU.CC)**

RICHMOND, VIRGINIA

PRINCIPAL CONSULTANT

Business Architect / Principal Consultant / Project Manager. Multiple Clients; 1/2017-Present (CONTRACT)

Completed business transformation projects for a global life science non-profit and a Big-3 telephone company.

- As a core member of **ATCC's** Enterprise Business Process Modernization Office (EBPMO), utilized Business Process Redesign (BPR) and Lean Six Sigma techniques such as Activity Based Costing, Critical Path Analysis, DMAIC, Process Mapping and Value Engineering to drive \$2.2M in revenue capture and cost reductions in manufacturing, supply chain, customer service and order processing, while better leveraging internal systems (**MS Dynamics AX and CRM**).
- Created an issue escalation process for **Verizon** Professional Services; designed and built governance tools using operational data from existing systems (**CA Clarity PPM, Jaspersoft, Salesforce.com, SAP**).

Program Manager / Business Architect. Client: City of Richmond, Virginia; 1/2014-12/2016 (CONTRACT)

Reduced # of call center service case types by >50%, increased customer satisfaction, decreased avg. call time.

- Drove requirements, Request for Proposal (RFP), technology evaluation, and vendor selection processes.
- Managed project team through full lifecycle using Agile approach, implemented **Kana Lagan Enterprise, ESRI ArcGIS**, and **Oracle 11g** with Open 311 and BizTalk integrations to **Cityworks, EnerGov, SeeClickFix** and **Tyler**.

Data Scientist / Lead Business Analyst. Client: Swedish Match Group; 4/2010-12/2013 (CONTRACT)

Identified > \$20 million in new revenue, prompting client to hire additional resources to meet new demand.

- Created integrated view of demographic, territory and sales/ market activity using **BI** reporting tools and **SQL**, enabling client to identify oversold/undersold markets, realign territories, and hire to meet unmet demand.
- Led analysis and testing workstreams for Agile redesign of trade marketing and promotion system using **Microsoft .NET, SQL Server** and **Microsoft Dynamics AX**; authored requirements, testing/training materials, and documentation; Scrum Master for Agile sprints; conducted sprint planning, led scrum meetings.

Project Manager / Business Architect / CRM SME. Client: IBM Corporation; 6/2009-2/2010 (CONTRACT)

Generated > \$40 million in new revenue by enabling tiered customer support and web self-service.

- Led team consisting of CIO, SVP of Service, and members in Australia, Belgium, China, Germany, Japan and UK.
- Mapped customer lifecycle experience; created personas and use cases to allow segmentation and modeling.
- Modified supporting systems: **Adobe ColdFusion, Oracle EBS/ERP, Remedy, Salesforce.com, and Vantive**.
- Increased cash flow by over \$40M by pushing support request intake from call center to web-based portal.

Project Manager / Lead Business Analyst / CRM SME. Client: SPSS Inc.; 8/2008-6/2009 (CONTRACT)

Implemented Aprimo Enterprise 8.0 Integrated Marketing Solution for NASDAQ-listed software company.

- Authored full set of business requirements, integration requirements, test scenarios and cases; facilitated User Acceptance Testing; developed training materials; conducted training for global user base.

Project Manager / Lead Business Analyst. Client: Johnson & Johnson; 5/2008-7/2008 (CONTRACT)

Drove adoption of CRM solution by identifying and prioritizing quick-hit functionality desired by users.

- Conducted gap analysis; identified strategic alternatives, decision model and investment profiles containing costs, anticipated benefits, and return on investment (ROI); developed implementation plan and roadmap.

Program Management Office (PMO) Consultant. Client: Kraft Foods; 6/2006-4/2008 (CONTRACT)

Defined PMO structure, responsibilities, standards, processes, deliverable templates for global ERP initiative.

- Developed and trained standard program processes, metrics, tools and document templates used for implementation of **SAP ECC**, including project plans, status reports, requirements, design and testing documents; implemented **SAP Solution Manager** and **Mercury ITG (HP Project Portfolio Management)**.

Business Architect / Data Scientist. Client: The Walgreen Company; 2/2004-5/2006 (CONTRACT)

Enabled \$40 million annual advertising cost savings; designed new department and technology solution.

- Designed a GIS-enabled marketing analytics system that optimizes \$400 million advertising spend across multiple channels and markets (saving 10%); developed structure and process flows for new department.
- Re-engineered the Direct Marketing organization, shifting focus from existing customer acquisition objectives toward balanced scorecard of customer lifecycle objectives targeting acquisition and customer retention.

THE HACKETT GROUP

MIAMI, FLORIDA

DIRECTOR

Initiated national service line for NASDAQ-listed benchmarking and best practices consultancy. Demonstrated thought leadership, public speaking and "evangelism" skills as a key presenter (along with representatives of Oracle and HP) for an executive breakfast series on CRM and eBusiness conducted at various locations nationwide.

Successfully ran and grew the business: developed and managed senior level (VP/CIO) client relationships; managed master service agreements (MSA), statements of work (SOW) and change requests; attained P&L targets through a combination of existing business contributions and new business development; evaluated RFPs and made bid/no bid decisions; responded to RFPs on behalf of the company, established effective pricing and staffing levels for each client; orchestrated cross functional teams to achieve strong client results; achieved recognizable improvements in the skill level and P&L performance of the area and service line. **Managed \$20M P&L and drove 35% annual growth to \$27M.**

ORACLE CORPORATION

REDWOOD SHORES, CALIFORNIA

PRACTICE MANAGER /
CRM STRATEGIST

Part of Oracle Consulting's strategic services group; developed strawman solutions, business cases, value propositions to support sales; managed projects, architected solutions. **Managed regional service line of 50+.**

KPMG CONSULTING (BIG 4)

NEW YORK, NEW YORK

MANAGEMENT CONSULTANT

Conducted independent assessments/audits and process/product benchmarking to improve performance, highlight competitive strengths and mitigate competitive weaknesses of client products/solutions.

UNITED STATES ARMY

WASHINGTON, DISTRICT OF COLUMBIA

MAJOR, CORPS OF ENGINEERS

Career Areas: Combat Engineering, Construction Engineering, Geospatial Engineering, IT Systems Acquisition
Last assignment: Office of the Asst. Secretary of the Army for Research, Development and Acquisition.

EDUCATION AND CERTIFICATIONS

M.S. IN SYSTEMS MANAGEMENT / SIX SIGMA (MSSM). UNIVERSITY OF SOUTHERN CALIFORNIA. 4.0 GPA

B.A. IN GEOGRAPHY. TEXAS AGRICULTURAL AND MECHANICAL (A&M) UNIVERSITY SYSTEM. 3.5 GPA

PROFESSIONAL CERTIFICATIONS: Certified Business Analysis Professional (CBAP); Certified Business Architect (CBA); Certified Scrum Master (CSM); Project Management Professional (PMP); Six Sigma Black Belt, USC Viterbi School of Engineering; Vendor Certifications: MSFT (MCP), ORCL (OCP), PSFT, SAP, SFDC Admin., Siebel BA.

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

- Professional affiliations promoting disabled, minority and veteran participation in consulting and technology.