

# Eric Frayer

## **Data Analytics - Business Intelligence**

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Experienced Azure Architect and Full Stack BI Professional with background in delivering complete enterprise reporting and data analytics solutions. Direct hands-on design, architecture, and application development experience. Technical and consulting expertise leveraging data warehouse, data lake house, and data visualization applications. Strong background in Data Mining, Statistical Analysis (R, SPSS) and GIS (ESRI). Data Analysis using standard applications (SQL and Excel) and Data Visualization software (Tableau, Microsoft Power BI and Qlik). SDLC and Agile experience leading people, resources, and processes.

## Work Experience

### **Principal BI Architect**

Onebridge/Marlabs - June 2024 to Present

As a Principal BI Architect at Onebridge/Marlabs, I work on the integration of backend data systems with frontend BI delivery. Define and establish BI framework models, semantic layers, and metadata repositories to facilitate efficient reporting and administration processes, fostering a cohesive data ecosystem. Collaborate closely with key stakeholders to elicit, analyse, and refine user requirements for web systems, dashboards, and reports, ensuring solutions are tailored to meet business needs. Analyse user requirements and design functional specifications for BI front end applications based on findings.

#### *Project Specific*

- Collaborate with Data Architects and Data Engineers as a BI Architect to build the Medallion Architecture, analysing data from multiple sources and working within the Gold Layer.
- Design and optimize a Semantic Model in Power BI for project, delivering Gold Layer data to business end-users with a focus on balancing performance and scalability.
- Partner with Business Analysts and SMEs to ensure actionable insights in dashboards and reports, contributing to design, navigation, visualization, and data analysis

### **Career Break**

Mar 2024 - May 2024 - Cincinnati, Ohio

Following a layoff, I took a couple of months to work on personal and professional development. I passed a few Azure certifications and worked on converting/porting a past data science project from R to Python. I also spent time working with Azure AI Studio and Microsoft Copilot Studio.

### **Director – Enterprise Data and Analytics**

American Modern Insurance Group (AMIG) - March 2023 to February, 2024

Leader in the business unit responsible for enterprise data and analytics strategy, governance, enablement, and best practice education in the Data & Analytics space. Responsibilities include: Developing and implementing long range data & analytic strategy in alignment with corporate strategy, goals, and tactics enabling data driven decision making and insight generation. Working closely with partners and stakeholders to mature a data driven road map and associated data-driven investments and governance processes and policies.

### **Cloud and Data Services Practice Director**

Vaco Cincinnati LLC. March 2022 to January 2023

Responsible for developing, supporting and advancing Vaco's Cloud and Data Services Practice. Acting as a key enabler of Vaco's growth strategy to empower companies to be more data-driven by designing, developing, and supporting strategic data visualization, integration and cloud optimization

projects and strategies.

Hands-on delivery of consulting projects, advising clients, providing thought leadership, and supporting pre-sales activities for data and cloud services through Vaco's Managed Services consulting practice.

### **Senior Principal Consultant**

Lingaro - November 2019 to February 2022

Providing technical delivery for US and European projects. Leading and developing BI applications using Snowflake and Data Visualization tools including Power BI, Tableau and Qlik.

- Lead for Data Analytics projects using Power BI implementations for two FORTUNE 500 customers.
- Delivered workshops in Snowflake and Power BI. Supporting Sales and Delivery teams.
- Managing and participated in Agile Delivery sprints as Individual Contributor and Scrum-Master.
- Supporting project work with Azure ADF, Databricks and Synapse.

### **Director of Analytics**

LendKey Technologies, Inc. - June 2018 to September 2019

Responsible for Portfolio Analysis and LendKey Analytics. Provided data for external customers using Power BI Report Server. Helped to grow the Analytics and Data team from 2 to 6 persons. Responsible for development of Predictive Data Modelling and Architecture using Azure Machine Learning server.

- Built and Delivered Logistic Regression Models for Credit Underwriting and Decisioning. Used R and SPSS to identify meaningful Credit Report Attributes and evaluated model performance.
- Performed statistical and quantitative analysis including data collection review, production of finished work products and managing of all deliverables.

### **Sr. Director, Development and Enterprise Architecture**

Blue Health Intelligence (BHI) - September 2017 to June 2018

Worked on various Development and Architecture projects. BHI is the technical research and development arm of the national Blue Cross/Blue Shield Association. Architecture and application focus using the Qlik Sense OLAP QIX engine as part of an integrated OEM/SaaS product.

- Established technology plans, applications, budgets, and timelines following Software Development Life Cycle (SDLC) including Agile, Scrum and Project Management Institute (PMI) methodologies.
- Documented and conducted performance appraisals, recommended salary and promotional increases, and resolved disciplinary actions.

### **Senior Principal Technical Architect**

Qlik Technologies - August 2012 to August 2017

Provided technical solutions for integration between Qlik Business Intelligence platform and customers' enterprise systems. Lead technical architecture/design sessions and writing technical architecture/design documents. Solved client technical issues and coaching client technical staff on their projects. Managed technical scope and provided hands-on expert level assistance to clients and colleagues for technical issues and knowledge transfer.

- Worked on over 100 billable technical engagements with enterprise clients in different verticals (e.g., Financial Services, Healthcare, Manufacturing).
- Recognized leader in Qlik Architect team including Qlik Consulting Global Rock Star - 2014, Qlik Consulting Annual Award - 2014, 2015 and High Contributor status.

- Delivered technical workshops, exercises, and presentations. Conducted training classes on data modelling, Qlik, SQL, Excel, and various Data Analysis techniques.

### **Sr. Business Intelligence Analyst, Resurgent Capital Services**

Sherman Financial Group -  
May 2003 to August 2012

Served as part of an 8-person Analytics team responsible for designing and deploying Microsoft based Business Intelligence solutions. Built OLAP Cubes, managed Data Warehouse and ETL processes. Extensive use of Excel, SQL Server, Analysis Services and Reporting Services.

- Designed and built OLAP Cubes, Pivot tables and integrated reporting solutions using Microsoft BI technologies including Microsoft Office, Analysis Services, Reporting Services and SharePoint.
- Technical Lead for a new business start-up Credit One Financial Solutions. Responsibilities included data warehouse and business application development. 3-year project involving the origination and servicing of \$200 million dollars in receivables (17,000 loans) using First Data Corporation (FDR) as servicing platform.
- Technical Lead for Third Party data to support Data Mining and Data Analysis Initiatives. Extensive work with Credit Bureau data used to segment and describe borrowers/debtors.
- Coordinated IT goals and objectives assuring that aims were accomplished in accordance with priorities, time limitations and funding conditions. Successfully managed multiple IT projects at one time.
- Technical Lead for migration of Enterprise Data Warehouse to 64-bit SQL Server 2005 environment. Built or migrated all production objects including Analysis Services cubes, Reporting Services reports and associated ETL procedures. Coordinated cutover for 150+ Data Warehouse users.

### **Software Development Manager**

Cintech Solutions, Inc  
April 2001 to April 2003

Responsible for managing ongoing software development for Flagship products. Served as part of 4-person management team directing department of 28 developers. Directly supervised seven developers working with the following technologies: C, C++, Visual Basic, SQL Server and Java.

- Managed and coordinated hardware, software and network configurations. Developed multi-tiered client-server applications and designed/maintained underlying databases.

### **Education**

**Master of Business Administration (MBA) - Marketing, Accounting, Finance**  
Miami University

**Master of Public Administration (MPA) - Public Sector Financial Management**  
University of Cincinnati

**Bachelor of Science in Social Science Education**  
University of Cincinnati

## **Skills**

### **Business Intelligence**

Microsoft BI Stack SSIS, SSRS, SSAS (10+ years)  
Analysis Services and Power BI (5 years)  
Qlik Sense/QlikView (5 years)  
Tableau (2 Year)

### **Statistics and Analytics**

SPSS 25 - (3 years)  
R, RStudio, Rattle (3 years)

### **Application and Web Development**

HTML, CSS, JS (Node.js) (3 years)  
Visual Studio (5 years)  
Visual Studio Code (3 year)

### **Database Development**

SQL Server (10+ years)  
Oracle (2 years)  
MySQL (1 year)

### **GIS**

ArcGIS Pro (1 year)  
ArcGIS Desktop (1 year)

### **Cloud**

AWS (3 years)  
Azure (5 years)

## Additional Information

### **Skill Areas**

Application, Technology and Systems Experience

Microsoft Business Intelligence stack including Azure SQL Server, Azure Analysis Services, Reporting Services and Visual Studio 2012, 15, 17 and 19. Qlik Sense and QlikView Architecture and Development experience. Tableau Desktop and Tableau Server experience.

Client/Server and web-based application development and deployment utilizing Angular and Node.js, Visual Studio.NET, HTML5, CSS.

Operating systems experience including managing Windows Server 2008/2012/2016 and SQL Server in Production.

Experience with Geographic Information Systems (GIS) applications utilizing ESRI's ArcView and MapInfo Professional. Use of Census and TIGER data and commercial databases.

Database Development using SQL Server (T-SQL), Oracle (PL-SQL) and MySQL.

Statistical Analysis using R and SPSS, and SAS JMP.

Examples of Work Available at <https://www.EricFraye.com> and <https://www.ThinkDataAnalysis.com>