



# Syed Sujauddin

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## Director - Data Management & Governance | Cloud **Data Migration** | Data & Analytics

*Highly accomplished and technically-minded executive with extensive experience in information technology.*

*Experience with big companies like AT&T, Verizon, CVS Health, Accenture, Microsoft and The Emirates Group.*

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- Highly experienced data expert with over 20 years of expertise in data management, data governance, data architecture, data modelling, metadata, data quality, reference data, master data, data security, data integration, database design, enterprise data warehousing, business intelligence, Data & Analytics, and transactional systems.
- Proven track record of leading **very large and complex enterprise data warehouses with hundreds of data sources**
- Skilled in driving digital transformation initiatives, cloud **data migration**, and implementing data hubs
- Known for innovative and forward-thinking leadership, empowering organizations to become data-driven and influencing business outcomes through data-driven decision-making processes
- Ensure visibility into data management, maximizing explainability, soundness and accuracy, and enabling a clear understanding of AI-driven outcomes and informed decision-making.
- Experience includes:
  - 14+ years of Enterprise Data Warehouse and Data & Analytics experience
  - 10+ years of Data Modelling experience enabling the establishment of **robust data foundations**
  - **Practical knowledge of setting up data management domains right from scratch**
- Adept at completing information management projects and effective vendor management
- Remains well-informed of technological advances
- DAMA Certified Data Modelling and Design Practitioner, DAMA Certified Data Management Practitioner, DAMA Certified Data Governance Associate, Google Cloud Certified Digital Leader, Advance **Teradata** Certified

### Core Competencies:

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| • Vision, Strategy, Implementation                      | • Project Planning & Execution                             |
| • Data Management & Governance                          | • Cloud <b>Data Migration</b>                              |
| • Data Modelling & Data Mapping                         | • Data Architecture & Data Integration                     |
| • Metadata & Data Quality                               | • Data Security & Privacy                                  |
| • Enterprise Data Warehouse & Business Intelligence     | • Data & AI  |
| • Erwin, ErStudio, Sparx Enterprise Architect           | • TOGAF Foundation Certified                               |
| • <b>Teradata</b> , Oracle, Exadata, SQL Server         | • Snowflake, <b>GCP</b> , <b>BigQuery</b> , Azure, Synapse |
| • DAMA Certified Data Modelling and Design Practitioner | • Google Cloud Certified Digital Leader                    |
| • Technical Support & Advice                            | • Team Building & Leadership                               |

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## Professional Experience

Accenture, Dallas, TX, USA

**Senior Manager Data Management & Governance, Sep 2021 - Present**

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Implement **data migration** strategy to Cloud, resulting in streamlined business operations, enhanced digital transformation, and facilitation of new business use cases. Envision and design strategies to foster data-driven culture and enable digital transformation within organizations, establishing data hubs. Manage comprehensive data management initiatives across core domains such as Data Management, Data Governance, Data Modelling, Data Architecture, Metadata, Data Quality, Data Security, Reference Data & Master Data, Enterprise Data Warehouse & Analytics, Cloud **Data Migration**, and Data Hub.

- Develop cloud-based data foundation platform providing 360-degree views of patients across various healthcare domains, enabling personalized care, virtual care, cost savings, and valuable business insights.
- Revolutionized healthcare by placing individuals at center, optimizing efficiency and effectiveness, leading to improved healthcare outcomes.
- Led migration of data from on premise systems to Cloud Data Hub on Google Cloud and Azure Cloud platforms

Nexgen Advisory, Dubai, UAE

## **Principal - Senior Data Management Lead, Nov 2020 - Jan 2021**

Led and oversaw data management initiatives encompassing all data management domains. Offered solutions, direction, guidance, and support to team of data management specialists involved in Data Governance, Data Architecture, Data Modeling, Reference Data, Data Quality, Metadata, and Data Analytics. Drove implementation and execution of data management strategies and best practices, to ensure effective and efficient data management across organization.

The Emirates Group/Transguard Group, Dubai, UAE

## **Principal - Data Management | Data Modeler | Data & Analytics, April 2018 – June 2nd, 2020**

Collaborated with highly skilled architecture team and led data modeling efforts for planning and implementing digital transformation project for Emirates Airlines, incorporating various technologies such as MS Azure Cloud, Big data tools, AI & ML, SAP Hybris, Hbase, ElasticSearch, and more. Defined Enterprise Information Architecture, established Data Modeling standards, and implemented robust Data Model. Led teams of Data Modeling, Data Architecture, Reference Data, Metadata, and Data Analytics domains. Provided support for KPI and metrics reporting, ensuring accurate and timely information for decision making.

- Developed logical and physical data models, generated high-level design documents, integrated multiple vendor models and internal models to create unified and comprehensive view of overall business model.
- Recognized and awarded prestigious Najm award for outstanding performance and contribution to corporate success.
- Established and enforced best practices for Data Warehouse - Business Intelligence (DWH-BI), successfully led enterprise data and analytics projects.
- Lead data modeler and lead data architect of migration of on-premises Data Warehouse to Snowflake Cloud Data Warehousing
- Led development of AI/ML models for:
  - Meals prediction model to reduce wastage of meals/food served on the flight
  - Recommendation engine for affinity to travel, affinity towards hotel, activities like desert safari etc
  - Dynamic pricing engine based on events at the destination

Microsoft/Infosys, Hyderabad, India

## **Data Modeler | BI Manager-Consultant, Nov' 2016 – Aug' 2017**

Led responsibility for analyzing requirements, solution architecture, data mapping and modeling, and creating technical design documents. Engaged in translating business requirements into logical and physical data models. Interacted with non-technical end users to understand business logic. Provided exceptional technical support and guidance, ensuring successful completion of Microsoft DWH-BI data analytics projects within project constraints.

- Executed data-centric project methodologies, effectively managing various Microsoft DWH-BI projects within budget and on schedule.

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- Generated comprehensive technical design documents, ensuring clear communication and documentation of project requirements.
- Designed data models for global resource management (GRM), customer master data, material master data, and resource subject areas etc, adhering to data modeling standards

Accenture, Dallas, TX, USA

## **Data Modeler | Technical Manager, Feb' 2015 – Jun' 2016**

Steered overall end-to-end activities regarding requirement analysis, data analysis, solution architecture, data mapping, data modelling, and technical design documents. Supervised and managed highly skilled team of Data Modelers. Ensured high-quality completion of data integration projects regarding mergers and acquisitions for major clients.

- Recognized for technical management role in ensuring quality deliverables within agreed budget and timeframe
- Led and completed data integration projects and data analytics projects
- Support design and development of dashboards and associated reporting and metrics
- Lead data modeller, trained resources in data modelling, trained resources in Erwin tool

## **Senior Data Management Consultant | Lead Data Modeler | Business Intelligence Lead Architect, 2002 - 2015**

### **Client: AT&T, Dallas, TX, USA -- 5 years**

Directed and managed multiple enterprise common data warehouse (eCDW) projects while complying with budget and time constraints. Provided leadership and technical expertise in the key areas of requirements, data architecture, data modelling and data mapping. Oversaw Data Modelling, design, and architecture to integrate new data sources into BIDW. Developed Logical Data Model, Physical Data Model, DA table-level specifications, generated high-level design documents, and executed gap analysis between source system and data warehouse. Performed code review and delivered SQL code to developers by liaising with cross-functional teams, completing several projects. Rendered assistance to QA, developers, and business users during development and testing phases.

Directed AT&T mobility data quality programme, resolving technical issues and enhancing overall audit procedures. Designed process flows, data audit methodologies, and architectural diagrams; produced project estimates and level-of-effort (LOE), high-level application designs, and technical documentation. Created project plans and tracked key milestones and ensured system interface agreements (SIA) for interfaces connecting BID to all applications within the firm. Checked audit dashboard, headed a highly skilled team of DQ data analysts.

- Designed centralized data store as part of eCDW, enabling comprehensive reporting on current and historical trends across company
- Led multiple EDW-BI reporting projects, ensuring accurate and timely delivery of business insights
- Developed integrated data model that harmonized various billing sources for streamlined analysis

### **Client: Verizon, Dallas, TX, USA -- 4.5 years**

Designed and developed comprehensive Data Warehouse to meet needs of Verizon's Marketing Information System (MkIS), enabling information-based strategies to drive revenue growth, profitability, cost savings, and operational efficiencies. Integrated multiple legacy data warehouses into enterprise-wide data model within Enterprise Data Warehouse (EDW), providing 360-degree view of both Residential and Business Customers' data for effective marketing campaigns. Conducted Joint Application Design (JAD) sessions with Marketing Information team, identifying key business questions (BQs) and contributing to preparation of General Design Specification (GD) for active Enterprise Data Warehouse (aEDW). Spearheaded setup of all phases of Enterprise Data Warehouse (EDW) from inception, ensuring a 360-degree view of EDW's life cycle.

- Played key role in designing and developing various data marts, including RCAD (Residential Customers Analytical Design), BCAD (Business Customers Analytical Design), and Encore.
- Acted as architect of Meta Data Repository (MDR), designing Common Warehouse Metamodel facilitating management of multiple data model versions and mapping information from legacy systems.

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- Led design and maintenance of user-friendly business intelligence dashboards and reporting systems, incorporating drill-down capabilities and supporting analysis, identification, building, and support of Key Performance Indicators (KPIs) and metrics.
- Managed consolidation and handling of customer master data information from various sources, including marketing, through Verizon Customer Data Integration (CDI) initiative
- Introduced OLAP analytics to user community as opposed to flat reporting. Designed and developed multi-dimensional cubes, canned and adhoc reports
- Set up all phases of EDW right from inception – 360 degree view of EDW life cycle

## **Client: CVS Health, Dallas, TX, USA -- 1.5 years**

Devised innovative solutions, determined business requirements/standards, and led performance improvement analysis. Data elements analysis, data analysis, data mapping, logical and physical data modelling. Executed UAT, developed design specifications and technical documents. Facilitated business users, developers, and QA during testing and development stages. Managed data model version control and headed several complex technology projects. Converted SQL code into smaller logical steps as well carried out data/performance improvement analysis to improve quality, suggest primary/secondary indexes etc

- **Pharmacy Benefits Management (PBM) Data Warehouse:** Created a semantic layer by using best practices to store data from several adjudication engines. Proficiently provided reporting base for several applications.
- **Patient Provider Insight:** Solution Architect for Patient Provider Insight (PPI) application, which supported managed health care through Accountable Care Organization (ACOs) and Patient Centered Medical Home (PCMH), it had features to track critical medical conditions of a patient, clinic visits, hospital visits, prescription refill, adherence to medication based on CDC data, all of this was patient centric leading to better health care outcomes and cost savings in the long-run

## **Client: Sabre - Dallas, TX, USA -- Aug' 2010 – May' 2011**

Designed and analysed logical, physical data models; evaluated new work requests and supported metrics reporting. Defined application design methodology, architectural diagrams, and process flow. Created table-level specifications, project estimates, and numerous documents. Interacted with business units on regular basis to research and discover the reporting requirements. Performed integrity tests and data analysis and helped marketing users with queries/reports development.

### *Key Achievements:*

- **Travelocity Data Warehouse (Passport):** Supported revenue management, marketing, finance, product development, and site quality across several countries. Leveraged key subject areas including booking, shopping, finance, campaign, site statistics, and customer profiles.
- Led analysis, design, and development of analytical reporting.

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*Additional experience as Software Engineer for Transnational Computer Technology, Los Angeles, CA, and as Software Engineer for Aljazirah Corporation, Riyadh, Saudi Arabia.*

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## **Technical Proficiencies**

**Languages:** SQL, PL/SQL, C, Pascal, Fortran, Cobol

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<b>Databases:</b>	Teradata V2 R14/ V2 R13 / V2 R6 / V2 R5 / V2 R4.1, Oracle 10g/9i/8i/7.x, Oracle Exadata, Microsoft SQL Server
<b>Tools:</b>	Teradata SQL Assistant, SQL*PLUS, TOAD , QueryMan , BTEQ , WINDDI , Teradata Administrator, Teradata Multi Load , Fast Load , Fast Export, Teradata Parallel Transporter (TPT), Developer/2000, Informatica, Microsoft SQL Server DTS, Microsoft Analysis Server, Microsoft SSRS, Qlikview, Power BI, Microsoft Office (Word, Excel, Project, PowerPoint), Source Control(PVCS,Harvest)
<b>Design Tools:</b>	Erwin 9.x / 7.3.10 /3.5.2, Oracle Designer/2000, ErStudio, Microsoft Visio, Sparx Enterprise Architect
<b>Metadata Management:</b>	MIRW (Meta Integration Repository Works) from MITI, MS Azure Data Catalog
<b>Cloud Technologies:</b>	MS Azure, Google Cloud, AI & ML
<b>Cloud Data Warehousing:</b>	Snowflake, Google BigQuery, Azure Synapse

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## Education and Credentials

**Bachelor of Engineering; Major: Computer Science & Engineering**

### Certifications

- Teradata Certified Professional
- Teradata Certified Physical Implementation Specialist
- Teradata Certified Design Architect
- Oracle Certified Application Developer
- DAMA Certified Data Management Professional
- DAMA Certified Data Modelling and Design Practitioner
- Teradata Certified SQL Specialist
- Teradata Certified Application Developer
- Advanced Teradata Certified Professional
- Oracle Certified Internet Application Developer
- TOGAF Foundation Certified
- Google Cloud Digital Leader

# **SYED SUJAUDDIN**

- Richardson, TX, US

## **Contact Information**

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## **Work History**

- Senior Manager Data Management & Governance | Cloud Accenture
- Principal - Data Management | Data Modelling | Cloud Emirates
- Software Engineer Transnational Computer Technology
- Business Intelligence Lead Architect-Data Warehouse Verizon
- Senior Technical Architect | Senior Data Management AT&T
- Software Engineer Aljazirah
- Technical Manager - Lead Data Modeler | Data Management Accenture
- Technical Advisor | Solution Architect- Technical CVS Health

## Education

- **Bachelors** | Osmania University

## Skills

- **business intelligence** - 18 years
- **data & analytics** - 18 years
- **data analysis** - 18 years
- **data architecture** - 18 years
- **data integration** - 18 years
- **data modeling** - 18 years
- **data warehouse** - 17 years
- **documentation** - 17 years
- **reporting** - 17 years
- **business requirements** - 16 years
- **data mapping** - 16 years
- **qa** - 16 years
- **specification** - 16 years
- **architecture** - 15 years
- **budget** - 15 years
- **dashboard** - 15 years
- **data management & governance** - 15 years
- **data quality** - 15 years
- **metadata** - 15 years
- **reference data** - 15 years
- **consulting** - 14 years
- **leadership** - 14 years
- **process flow** - 14 years
- **project estimation** - 14 years
- **data qa** - 13 years
- **erwin** - 12 years
- **cloud data migration** - 3 years
- **erstudio** - 3 years
- **adls - synapse** - 1 years
- **google cloud** - 1 years
- **snowflake cloud data warehouse** - 1 years
- **data warehousing**
- **enterprise architecture**
- **solution architecture**
- **sql** - 14 years
- **software** - 14 years

- **enterprise data warehouse** - 18 years
- **teradata** - 12 years

## Work Preferences

- Desired Work Settings: No Preference
- Likely to Switch: True
- Willing to Relocate: True
- Travel Preference: 25%
- Work Authorization:
  - US
- Work Documents:
  - US Citizen
- Desired Hourly Rate: 150+ (USD)
- Desired Salary: 220,000+ (USD)
- Security Clearance: False
- Third Party: True
- Employment Type:
  - Full-time
  - Contract - W2
  - Contract to Hire - W2

## Profile Sources

- linkedin: <https://www.linkedin.com/in/syed-sujauddin-a566132>
- Dice:  
<https://www.dice.com/employer/talent/profile/db9a88fac558b581e41ae37f11cc1477>