

Decision Modeler, Business Rules Architect, Enterprise Architect

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EXPERIENCE

- Decision modeler who helps companies make better decisions.
- Experience using big data, analytics, data mining, decision models, rules, and processes to help companies disrupt competition, seize market share, ensure compliance, prevent fraud, compete on knowledge, & rule the world.
- Data mining to automatically discover business rules and decision trees from big data (e.g. e-commerce orders, POS transactions, batch transactions, data warehouse). Design predictive models using the rules discovered during data mining.
- Build predictive models that predict what will happen (e.g. pays back the loan, defaults on loan, shops but does not buy, buys, cancels the order, returns the product, equipment breaks, part fails, rain, snow, ice, get audited, fraud).
- Create decision models (using the predict rules in the predictive models) that decide what to do (e.g. approve loan, deny loan, pre-position snow removal/salt trucks, select for audit, detect fraud), or whether to influence what happens (e.g. offer grace period, lower the price, offer a discount, do preventive maintenance or wait until it breaks, reduce audit risk, prevent fraud). Use business intelligence to analyze what actually happened vs. what was predicted.
- Use big data analytics to discover hidden patterns, relationships, and correlations in the transaction data. Collaborate with subject matter experts to analyze the results, and recommend improvements to the rules in the models.
- Follow business rules methodology to create rule models and continuous improvement rules that recommend changes to the predict rules and the decision rules. Use artificial intelligence, rule engines, and decision engines to automatically execute all the rules (i.e. predict rules, decision rules, continuous improvement rules, expert rules).
- Use enterprise architecture to integrate all the components (data, decisions, rules, models, processes, etc.) in a decision-oriented architecture so the whole system works and is aligned with the business strategy.

WHAT CAN I DO FOR YOUR BUSINESS?

- **Enterprise Architecture modeling:** Business Capability Modeling. Process, Rules, and Decision Modeling.
- **Business and technology strategy:** Architecture frameworks, methodology, standards, training, KM COE.
- **Tactical IT systems planning:** Design, engineer, manage, build, deliver, support, governance; BRM/BPM COE, share best practices, design reusable processes, rules, and components. Business rules strategic planning.
- **Enablement and adoption of new technologies:** Methodologies, processes, tools, standards, and best practices.
- **Become a trusted advisor to business executives, IT directors, and SMEs.** Finance, Tax, Legal, Risk, Compliance, Financial products and services, Sales, Customer service, Engineering, Operations, etc.
- **Align IT solutions to business strategy:** Create the enterprise architecture models, frameworks, and blueprints of your As-Is and To-Be models: Business concepts, business capabilities (what); Business processes (how); Strategy, Policy, Goals, business rules, internal transacting/monitoring/reporting rules, external filing/compliance rules (why); Legal entities, hierarchies/structures (where); Schedules, projects, durations, deadlines (when); People, roles, work, workflow, workforce (who); Databases, rulebases, and knowledgebases.
- **Knowledge Engineering:** Knowledge acquisition, knowledge representation, and knowledge management. "Clone" your top experts to automate their decisioning "expert rules," and preserve your Intellectual Capital assets.
- **Build architectures, models and intelligent systems:** AI Bots, Rules-Based, and Knowledge-Based Systems to solve complex problems, maximize revenue, minimize tax, make expert decisions, and outsmart competition.

WHAT HAVE I DONE FOR BUSINESS AND GOVERNMENT?

- Decision modeler on Sapiens DECISION professional services consulting team implementing decision management software at Goldman Sachs and Wells Fargo.
- Helped design the Business Rules, BPM, and KM strategy & methodology for Mobil Oil, IRS, and GE.
- IBM's Business Rules SME on the IRS PRIME CADE \$10 billion 15-year IRS Modernization Program. As a BIZRULES sub-contractor, I was one of IBM's "Key Personnel" on their IRS PRIME contract.
- Experience working on and/or leading strategic EA, Decision Modeling, BPM, and BRMS projects for GE, Mobil Oil, Pepsi, IBM, EDS, IRS, Goldman Sachs, and Wells Fargo. Business Rules Architect for large, complex, mission-critical Rules-Based Systems in Fortune 500 firms. Exceptional ability to work with world-class Subject Matter Experts and quickly extract their domain knowledge, business rules, decisioning process, and expertise so it can be documented, digitized, and preserved.