

BUSINESS RULES ARCHITECT / BUSINESS PROCESS ANALYST

ROLANDO HERNANDEZ MIAMI FL 305.994.9510 JOBS@BIZRULES.COM

OBJECTIVE

To lead business reengineering and business modernization consulting projects where my aptitude for improving business processes, harvesting and documenting business rules, simplifying and solving complex business problems, Fortune 500 experience, and knowledge of emerging technologies can be effectively used. To assist companies and managers to design, build, and deploy rules-based applications using the business rules approach, methodology, and technology.

EDUCATION

- **Master of Science (M.S.), Computer Information Systems / Artificial Intelligence, 1988.**
- Bachelor of Science (B.S.), Systems Analysis, 1986. (Both from University of Miami, FL)

EXECUTIVE SUMMARY

- **Process Improvement Analyst & Business Process Management Consultant for Fortune 500.**
- **Designed the Enterprise Business Rules strategy and methodology for ExxonMobil, IRS, and a Fortune 10 company.**
- Developed the BIZRULES® Business Rules Methodology used by three of the Fortune 10 to document, manage, and automate their business processes and business rules.
- Business Rules / Business Process Architect and Knowledge Engineer for large, complex IT projects
- Currently helping large companies with Global Statutory Compliance such as Sarbanes-Oxley Act. Designing Business Models, Business Process Models, and Business Rule Models to help a Fortune 10 company document, assess, test, and certify that proper processes, rules, and controls are in place, as required by **Sarbanes-Oxley Act**.
- Deep content knowledge in emerging AI-based technologies such as Business Process Management, Knowledge Management, and Business Rules Management
- Exceptional ability to work with world-class Subject Matter Experts in order to extract their domain knowledge, business rules, decisioning process, and expertise so it can be documented and digitized.
- Experience using BPM/BRE Rule Engines such as Microsoft BizTalk Server Business Rule Engine, ILOG, Fair Isaac Blaze Advisor, AION, PegaSystems PegaRULES, RulesPower Process Logic Modeler, Versata, WorkPoint Advantage, Resolution EBS, and EXSYS.

KNOWLEDGE

- **Experience leading strategic digitization projects for Mobil, Pepsi, BK, RCCL, Cunard, EDS, IBM, and a Fortune 10 company.**
- **Functional experience** in IT, Finance, Tax, Accounting, Legal, Marketing, Sales, Supply, and Audit.
- **Industry experience** in Cruise/Travel, Manufacturing, Insurance, Pension, Soft-Drink/Bottling, Fast-Food Quick-Service Franchise, Fleet Leasing, Oil/Lubricant, Energy, EH&S, and IT Consulting.
- **Government experience** with Health & Welfare (Canada Social Security), Tax Collection (US IRS).
- Experience with enterprise business systems modernization.
- Strong understanding of the key challenges facing competitive, global businesses today: compliance, cost reductions, quality, agility, time to market, downsizing, offshoring/outsourcing, privacy, retaining & digitizing knowledge, preventing business mistakes, and minimizing legal & financial risks.
- Speaker and author on Customer Relationship Management (CRM), Business Process Management (BPM), Business Rules Management (BRM), and Knowledge Management (KM).

SKILLS

- Proven strategic thinking skills.
- Excellent analytical, problem-solving, and decision-making skills.
- Excellent verbal, oral, and written communication skills. Excellent presentation skills.
- Exceptional interpersonal skills with ability to gain the confidence and respect of senior executives.
- Proven ability to work with all levels of management, and the most senior of Subject Matter Experts.
- Proven ability to communicate with and work with staff at every level of the organization.
- Experience with Six Sigma, Project Management, and System Development Methodologies.
- Experience using Zachman Enterprise Architecture Framework to align systems with business.
- Ability to work independently and organize workload with minimal direct supervision.
- Strong technical, management and leadership skills.
- Proven ability to architect and engineer complex systems that are flexible, easy to maintain, reuse code and business rules, and that align to business objectives.
- Knack for finding ways to improve business processes and speed up time to market.

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EXPERTISE

- Exceptional ability to learn new industries and business processes quickly.
- eBusiness experience designing systems for Global Statutory Compliance (Sarbanes-Oxley), Tax Planning & Minimization, Entity Management, Corporate Formalities & Separateness, HQ Cost Allocation, Transfer Pricing, Billing, Revenue/Yield Management, Intellectual Property Management, Worker's Comp Claims Processing, Cruise Reservations, Commissions, Sales Force Automation, Data Warehousing, Balanced Scorecard/EIS, Sales & Distribution, and Supply Chain Management.
- eGov experience designing and building systems for US IRS Individual Income Tax processing and Canada Social Security Benefit Eligibility & Entitlement adjudication.
- Experience designing and building expert systems for Product Recommendation & Selection, Problem Diagnostics & Troubleshooting, Customer Service, EH&S Audit, and Web Expert Advisors.

ATTRIBUTES

- US Citizen – Able to work in the US without sponsorship. Bilingual – Fluent in English and Spanish.
- Willing to travel as needed – Int'l. Experience working in England, France, Japan, Brazil, and Canada.

BIZRULES.COM

MIAMI, FL

BUSINESS RULES ARCHITECT & BUSINESS PROCESS ANALYST 1995 – PRESENT

- *Help Fortune 500 firms modernize legacy applications and design new eBusiness applications using breakthrough technologies.* BizRules.com is an IT consulting services firm based in Miami.
- Extract enterprise business rules and business processes from SMEs using Knowledge Acquisition, Knowledge Engineering, & Business Rules Harvesting; Requirements Analysis, Modeling, and Design.
- Enterprise Architecture Framework; Business Rules Strategic Planning; Business Rules Methodology.
- **CSX**: Led RFP project to select CSX's Business Rules Engine for Enterprise Application Development.
- **A Fortune 10 Firm**: Designed Business Rules architecture and methodology for Firm's **e-TAX Digitization Initiative** and Knowledge Supply Chain. Documented the Firm's rules for Corporate Governance, **Sarbanes-Oxley**, Statutory & Tax Compliance in 120 countries, Tax Minimization, Transfer Pricing, & Entity Management.
- **IBM's Business Rules Subject Matter Expert (SME)** on the 15-year \$10 billion **US IRS PRIME CADE** Business Systems Modernization Project. Developed custom Business Rules Methodology for the IRS. Trained IRS SMEs to write Business Rules; Developed RFP/criteria to assist IRS with BRE selection. Among the goals are to take the tax agency from a paper-pushing system to an interactive online program for taxpayers, and to deliver tax refunds in as little as two days instead of five weeks.
- **EDS Business Rules Subject Matter Expert (SME)**: Designed and developed business rules for the \$400 million **Government of Canada SOCIAL SECURITY SYSTEM Y2K Modernization Project** using CA AION Business Rules Engine. Error & fraud reductions due to new Rulebase of \$45 Million/year or \$703 Million/15yrs.
- Used automated tools to extract business rules from legacy apps for **GE CAPITAL FLEET** and **CHUBB & SON**.
- **BK**: Led development of **BURGER KING's** Balanced Scorecard System/Sales Force Automation System, The RoadRunner EIS, which helps six Regional VPs and 400 field Managers track Sales and A/R for 6,000 Burger King stores nationwide.
- **Project Mgr**: Implemented **PEPSI-COLA's** Sales & Distribution Supply Chain Management System in Brazil.
- **Business Analyst – RCCL Royal Caribbean Cruise Lines**. Helped QA test RCCL's e-Commerce websites RCCL.com and CelebrityCruises.com. Sales/Marketing Business Analysis. Reservations/PMS Gap Analysis.
- Business Analyst, **AMERICAN CLASSIC VOYAGES**: Helped implement **Seaware** Reservation System.
- **CUNARD/SEABOURN Cruise Lines**: Reservations Specs, Gap Analysis and Business Process Analysis.

MOBIL OIL CORPORATION WORLD HEADQUARTERS (MOB)

FAIRFAX, VA

KNOWLEDGE ENGINEER, PROJECT LEADER, PROGRAMMER ANALYST 1988 – 1994

- *During six years at Mobil Oil, established Mobil's Global Expert System Strategy, implemented Mobil's global Knowledge Management Strategy, and was lead programmer of Mobil's first successful Executive Information System for Int'l Marketing Division executives.*
- Captured knowledge from top experts nearing retirement. Retained expert knowledge as a corporate asset that appreciated in value over time. These Expert Systems helped Mobil share global best practices for sales & customer service to 200 Mobil Field Sales Engineers in over 80 countries. These systems also increased Sales Rep face-to-face time with customers.