

Dr. David A. Rogers

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Transformative Data Analytics and Data Strategy Leader *Business Intelligence | Data Engineering | Data Architecture | Data Governance*

Summary and Career Highlights

20 years of proven success delivering data analytics and business intelligence capabilities driving growth companies in the retail, restaurant, and financial services industries. Consistently delivers results by understanding business objectives, focusing on the big picture, and innovating effective solutions. Expertise in analytics, technology architecture, and statistics.

Engaging with Senior Leaders to Align Data Initiatives to Business Strategies – Misalignment with company objectives limits data impact. Strong relationships with business leaders are essential to influence roadmaps and project planning. Achievements:

- Raising Cane's: **Forged relationships** with key constituencies from combative silos to a **collaborative matrix structure** by developing relationships, forming cross-functional teams, understanding challenges, driving alignment, and innovating solutions.
- RenRe Insurance: Learned the insurance business quickly by meeting with Underwriting, Claims, and Actuarial, then **refocused the development teams to improve data accessibility and utilization**.

Delivering Business Insights Which Guide Decision Making – Business acumen is critical in guiding analytics initiatives to enable data driven decision making. Effective communication and presentation skills along with technology architecture skills informed by two graduate degrees in business drive business insights via technological capabilities. Achievements:

- Raising Cane's: **Transformed analytics** by development of analytical data sets, improved ad hoc data access, and creation of action-driving Tableau visualizations. **Operationalized insight** into expanded order and service channels and their sales and service speeds.
- Fannie Mae: Transformed analytics delivery via a Sharepoint-based reporting portal and a centralized Credit Data repository.

Maximizing Team and Platform Capabilities and Optimizing Resource Spend – Data analytics teams often need structural and personnel improvement to optimize alignment and delivery. As infrastructure has evolved to cloud platforms and tools, analytics leadership must keep pace with technology change to support growth and add capabilities. Achievements:

- Raising Cane's: Modernized the data warehouse architecture using Tableau and Snowflake on AWS, rebuilt the development team to leverage global resources, and **reduced annual contractor spend by \$200K** while supporting 20% annual growth.
- RenRe Insurance: Restructured the development team to enable a **1/3 reduction of headcount while ensuring improved delivery** and supporting business expansion to new lines and partners.

Engineering Data Reliability and Performance – Data analysis performance and data integrity result from understanding business priorities and driving data engineering, data governance, and data infrastructure accordingly. Achievements:

- Raising Cane's: Supporting **growth from 250 to 850** restaurants, ensured consistent reporting and analytics delivery while delivering insights to business leaders two hours earlier than earlier SLAs.
- Javelin Marketing Group: Improved weekly reporting **on-time delivery by a factor of ten** while reducing weekly processing times by $\frac{2}{3}$ by overhauling ETL processing, the data warehouse architecture, and the development team.

Work Experience

CREx Software | Remote from Evergreen, CO

Sr. Director of Data & Analytics

12/2024 - Present

Lead consultant providing data strategy, architecture, and project management services both internally and to 3rd party clients.

- **Developed and implemented data governance and adoption strategy** to maximize utilization and impact of analytics solutions.
- **Managed client, company, and 3rd party IT resources** to deliver high-performing reporting solutions for Commercial Real Estate clients using Azure Synapse Analytics and Power BI.
- **Architected and designed Enterprise Data Warehouse tables and processes** to ensure reporting efficiency and performance.
- **Extensively used Claude AI (Cowork) to optimize and enhance Power BI and Data Product Development.**

Raising Cane's Restaurants, LLC | Plano, TX

Sr. Director of Business Intelligence and Quality Assurance

8/2016 - 10/2024

Led the company's data analytics systems programs in a highly dynamic environment, overseeing internal & offshore developers and consultants to deliver strategic data portfolio and solutions. BI systems facilitated growth from 250 to 850 locations.

- **Led multi-year data strategy**, creating development roadmaps for architecture, integration, and tools.

- **Leveraged on- and offshore IT resources** to deliver industry-leading systems and support while reducing annual spend by \$200K.
- **Ensured operational excellence with best-practice** processes, systems architecture, compliance, maintenance, and security.
- **Improved speed of service and customer satisfaction, labor, and chicken utilization** by designing and deploying dashboards to Business Unit leaders, Restaurant operators, Supply Chain, Marketing, Growth, and Training managers.
- **Migrated Enterprise Data Warehouse to Snowflake on AWS:**
 - 15 Tb Staging, Data Lake, and Dimensional EDW production databases.
 - Managing data ETLT pipelines using SnapLogic.
 - Reports and dashboards using Tableau.
- **Built Quality Assurance team**, hired, developed, and operationalized a new IT function to ensure system integrity and data accuracy.

Fannie Mae | Addison, TX

Director of Credit Data Services

1/2013 - 8/2016

Led a 25-person team of developers, analysts, and project managers for Analytics and Data Management to provide oversight of Loss Mitigation in servicing and real estate operations in the Residential Mortgage industry.

- **Reduced contract employee spend by 40%** by realigning teams, improving productivity, and increasing customer satisfaction.
- **Reduced data access times by over 80%** by expanding, optimizing, and increasing the agility of Oracle and Netezza platforms.
- **Led development** of Credit Data Repository (CDR) and Servicer Total Achievement and Rewards (STAR) program.
- **Founded “Data Visualization” team** which developed high-performance and insightful analytics.
- **Provided easy and direct access to comprehensive reporting** resources via a SharePoint-based Analytics Portal.

Javelin Marketing Group, an Omnicom Company | Irving, TX

Director of Technology Operations

5/2011 - 1/2013

Managed agency’s technical development operations to ensure client delivery. Delivered solutions to our clients and our agency network on time and budget.

- **Improved weekly reporting delivery from 10% to 90%** while **reducing ETL processing time from 12 to 4 hours** by transforming software developers into a collaborative team.

Renaissance Reinsurance (RenRe Insurance subsidiary) | Plano, TX (Acquired by QBE The Americas in March of 2011)

Assistant Vice President Data Analysis & Development

11/2006 - 5/2011

Supported all insurance business functions including Underwriting, Claims, Legal Compliance, Accounting, and Predictive Analytics. Led all applications, data warehousing, reporting, and analytics development activities, optimizing databases and platforms.

- **Integrated data from 12 Program Managers and 5 Claims Partners** involving our 3 Carriers in 8 insurance lines of business.
- **Reduced team headcount by one-third and salary / benefits expenses by \$175K** while increasing productivity.
- **Delivered advanced analytics leading a team of business analysts, developers, and contractors** using Microsoft SQL Server, Reporting Services, Analysis Services, Integration Services, SharePoint, Cognos, and Informatica.
- **Organized annual 4-day internal tech conference**, with 50 presentations to 100 attendees and an Outward Bound-style activity.

Additional Experience

JCPenney	Senior Project Manager	Plano, TX	10/2003 – 6/2006
Fleming Companies	Director Enterprise Decision Support	Lewisville, TX	4/2002 – 9/2003
The Home Depot	Sr. Manager Information Services	Atlanta, GA	12/1992 – 3/2002
NCR Corporation	Sr. Product Manager Retail Systems	Duluth, GA	6/1989 – 12/1992

Education & Training

Doctor of Business Administration | The University of Dallas | Irving, TX **9/2014 – 12/2017**

- First in class to defend both Proposal and Dissertation while working full-time; Won National Best Paper Awards every year.
- Member, Sigma Iota Epsilon Management and Beta Gamma Sigma International Business Honor Societies.

M.S. in Management / Business Administration (MBA) | Massachusetts Institute of Technology | Cambridge, MA

- MIS, Marketing, and Corporate Strategy. Thesis: Promoting Information Management in a Decentralized Corporation.

B.S. Computer Science | The Florida State University | Tallahassee, FL

- Graduated with High Honors and Phi Beta Kappa in three years. National Merit Scholar and High School Valedictorian.

Completed Snowflake Essentials and Amazon Web Services (AWS) Cloud Practitioner courses