

GARY CROW

E-Mail: gary1@gary-crow.com

Phone: 310-202-0792

CAREER FOCUS

Gary's focus is to coordinate the initiation, development, and / or implementation of computerized business systems as a *project manager*, or define the needs and structure of projects as a *business analyst*.

PROFESSIONAL OVERVIEW

Project Manager Role

- ◆ Planned projects defining goals, schedule, scope / deliverables, and budget with values to \$4 million
- ◆ Coordinated cross-functional teams up to a size of 15, acquiring software and hardware resources, monitoring status, and controlling project changes
- ◆ Coordinated outside vendors and contracts
- ◆ Project experience controlling analysis, design, development, testing, and implementation phases

Business Systems Analyst Role

- ◆ Defined functional and technical requirements, modeled business processes while applying structured and object-oriented analytic techniques
- ◆ Created system proposals, feasibility / alternative analyses with software and hardware selections, and performance and transaction analyses
- ◆ Applied formal methods such as Rational Unified Process over full System Development Lifecycle

PROFESSIONAL EXPERIENCE

Project Manager / Business Analyst

Chimera Corp, 2008-Present

Determined requirements for, setup, and supported accounting systems. Coordinated external providers of system-related and software services. Defined financial and marketing process models and requirements for converting and integrating application systems. Determined reporting requirements including content, layout, and database sources. Coordinated and/or produced reports along with associated user interfaces for initiating and controlling outputs using reporting and business intelligence tools. *Contract Work*

Project Lead

Warner Bros., 2007-2008

Coordinated software consultants supporting the operation and integration of supply chain applications at an entertainment production company. The program initiative was the transitioning and conversion of applications to the SAP ERP suite, retaining those legacy applications that could not be replaced. Supply chain functions included product ordering, inventory, and invoicing; and product lifecycle management.

These legacy Web application systems, mainly Java-based, supported a wide spectrum of business users (Senior VP to clerical) during the sales and order fulfillment processes for video / movie entertainment and electronic games to distributors and retailers.

Developers customized and converted systems to interface with SAP and other 3rd party systems upstream and downstream. Corrective actions were taken as called for during the systems operation and conversion when faced with project issues and risks. *Contract Work*

Project Manager

DIRECTV, 2005-2007

Coordinated the implementation of a contracts system to manage all entertainment programming (e.g. sports, lifestyle, news, etc.) for a multi-billion dollar revenue company. This entertainment distribution company delivers video / television content via a satellite and Internet-based network to both end consumers and intermediate distributors.

Developed plans to implement a contracts / supplier management solution (Emptoris). The contracts system operates as a multi-tier Web-based application helping create, modify, and control contracts during a full life cycle. The contracts system serves business negotiators, attorneys / legal staff, and business management. Management reporting is provided through Cognos business intelligence tools.

Monitored and communicated the progress of software consultants and systems infrastructure staff in customizing and setting up software and servers. Guided external attorneys in performing legal analysis of contracts as a source of information for the application. Determined and initiated corrective actions when faced with project issues and risks. Contract Work

Business Analyst

Chimera Corp, 2002-2005

Produced project plans and schedules. Compiled functional business requirements for financial, marketing, geographic information system (GIS) / demographic applications. Created gap analyses assessing current business processes to a desired or reference process model. Defined business reporting requirements including content, layout, and other characteristics.

Produced data models for application software that was being converted and upgraded. That included the internal data structure as well as mapping from old to new systems. Produced reports using business intelligence tools. Contract Work

Project Lead

Applicast, 2001-2002

Defined customer objectives, business needs and scope, and systems requirements for marketing and material management applications at Internet services company. Provided work schedules for project. Documented project risks and issues. Communicated project status and made corrections where effort was off-track. Contract Work

Project Lead

PlanB, 2000-2001

Coordinated an effort to automate warehouse and related logistics processes for a marketing services company supporting supermarkets and retailers. Created a project plan and work schedule. Monitored and communicated project status. Gathered functional and non-functional requirements for a warehouse management system. Surveyed off-the-shelf warehouse management solutions and made recommendations based on the analysis. Initiated implementation of a warehouse solution by a vendor / service provider. Contract Work

Project Manager

Webvision, 1999-2000

Supervised construction of Internet websites for automobile auctions, electronics / equipment distribution, and a commercial products exchange for an e-commerce and website hosting company. Project values were up to \$4 million. Forbes magazine designated an auction / business exchange site Gary coordinated a "Best of the Web".

Defined project plans and schedules, monitored progress and made adjustments to accommodate changes in requirements, scope, and available resources. Coordinated engineers in developing and integrating software; and in implementing a server and network infrastructure. Custom application systems were based on Java, SQL, XML, WebLogic, Websphere, DB2, Oracle, Microsoft Great Plains, and MapInfo software.

Supervised application analysts in pre-sales assessments of resources required for customers' project proposals, and in post-contract business analysis processes. Defined requirements and evaluated software tools for a corporate information portal. Contract Work

Project Manager / Systems Engineer

First American, 1997-1999

Coordinated development on business applications providing real estate, financial, insurance, geographic, and legal data to customers from the data warehouse of a real estate data services company. Defined management and customer requirements and produced project plans. Assessed alternatives for extract / transform / load (ETL) software tools that were intended to integrate, control, and report upon data coming in from disparate external sources (e.g. county recorders) with varied quality and physical form.

Defined functional and non-functional business requirements for an image repository containing geographic and photographic real estate information. Analyzed and defined business requirements also for a Java-based front-end to a data warehouse, with the goal of increasing flexibility and usability for customers accessing real estate data.

The core systems are comprised of a multi-tier data warehouse and digital image repository based on IBM, Microsoft, Oracle, and Java technologies. This architecture uses several business intelligence tools to deliver both standard and individualized real estate-related information to customers over the Internet and via physical media. Contract Work

Business Analyst

Experian, 1997-1997

Defined functional business requirements and modeled workflow processes for bank credit application software. The prime focus of the effort was to substantially reduce elapsed fulfillment time in providing banking clients with consumer credit records to match their ad hoc, individual customized needs.

The systems architecture was a multi-tier Microsoft-based front-end to a data warehouse of consumer credit information stored on IBM mainframes. Contract Work

Project Coordinator / Systems Engineer

Lockheed Martin, 1995-1996

Defined high-level design of systems that controlled \$1+ billion toll road constructed in Orange County, CA. Communicated requirements and design for a three-tier distributed system architecture to government agency, consultants, software engineers, and operations management. Reviewed systems implementation to comply with RFP and plans. Applications included financial management, equipment maintenance, customer service, ticketing, and traffic and systems management. Contract Work

Gary has also been associated with Hughes Electronics, Computer Sciences Corporation, and other companies as a project manager / leader, business analyst, and software developer.

EDUCATION & AFFILIATIONS

- ◆ MBA, Finance / Marketing, *California State University*
- ◆ BA, Economics, *University of California Los Angeles*
- ◆ CDP Systems Certification, *ICCP*
- ◆ Project Management Institute, Member
- ◆ 30+ Professional Management & Systems Development Courses

INDUSTRY & BUSINESS PROCESS EXPOSURE

Internet / E-Commerce	Entertainment	Real Estate Services
Banking / Financial Services	Automobile Distribution	Electronics
Warehouse / Logistics	Marketing / Sales Services	Insurance
Accounting / Finance	Human Resources	Geographic Information Systems
Transportation	Document Management	Data Warehouses

APPLICATION SOFTWARE EXPOSURE

Microsoft Project	Cognos Business Intelligence	Microsoft Visio	Embarcadero ER/Studio
Rational RequisitePro	Adobe Dreamweaver	Microsoft Access	Embarcadero DBArtisan
Rational ClearQuest	MapInfo Professional	Microsoft SQL Server	Clarity
Rational ClearCase	Oracle	Microsoft PowerPoint	Emptoris Supply Chain

PERSONAL CHARACTERISTICS

- ◆ Able to deal with either high-level business issues or technical details
- ◆ Works well in team-oriented or independent environments
- ◆ Active explorer of alternatives and improviser when faced with project challenges
- ◆ Creative, analytic problem solver that views issues from multiple angles
- ◆ Customer service-oriented
- ◆ Strong belief in value of on-going staff training, education, and mentoring

SKILLS & METHODS EXPOSURE

Project Planning	Budgeting	Issue & Risk Management	Rational Unified Process (RUP)
Requirements Analysis	Use Cases	ER / Data Modeling	Business Process Re-engineering
Process Modeling	Decision Support	Change Management	