

# William L. Moore

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## BACKGROUND SUMMARY

*A professional with over 30 years of experience in database and software design combined with a background in customer service, engineering, sales, and life science. I have extensive analytical skills with a proven track record of creating effective systems tailored to business needs.*

## MAJOR AREAS OF EXPERIENCE AND ACHIEVEMENT

2009 – President, Pine Tree Data Systems, Portland, ME  
Present

- ) **Systems Designer:** Employ Use Case Analysis to specify business requirements. Model, design, and build data oriented transaction systems. Responsible for all aspects of system creation, including specification, design, testing, implementation, and training.
- ) **Business Intelligence Design and Implementation:** Create dimensional data warehouses tuned to specific business needs and end user skill levels. Implement SQL Server Integration Services (SSIS) packages to extract, transform, and load transaction data from ERP applications. One example is a project correlating separate order and marketing events to evaluate marketing ROI and guide future campaign design.
- ) **Business Intelligence Analysis and Reporting:** Create Analysis Services (SSAS) OLAP cubes and the user interface for cube data.
- ) **Data Design Education:** Delivered a 12 hour course on building IDEF1X data models for both IT and business clients. The result is decreased implementation time, improved team communications, and increased customer satisfaction. This course was delivered to multiple clients.

2015 – Data Architect, MaineHealth / Maine Medical Center Portland, ME  
2018

- ) **Data Architect/Business Intelligence:** Apply best practice design principles to the MaineHealth Data Warehouse. The Data Warehouse extracts and presents data from Epic electronic health care software at Maine Medical Center and electronic medical records from other hospitals.
- ) **Project Management:** Manage requirements, schedules, and delivery for multiple business intelligence projects.
- ) **Data Design Education:** Delivered a 12 hour hands-on Data Modeling class to 31 IT professionals.

2007 – Data Architect, IDEXX Laboratories, Westbrook, ME  
2009

- ) **Data Design:** Created the data design for customer interfaces to IDEXX systems, including LabREXX, an on-line requisition service; a Master Directory of Services; and messaging between the IDEXX test equipment and a third party veterinary practice management system.
- ) **Data Architect:** Created the data architecture governing the design and construction of new system databases. Guided application developers in using the architecture to build production transaction systems. Designed and created a common structure for integrating data across multiple customer applications. Shared reference data includes more than 1,000 species, breed, and gender names and over 5,000 common services.
- ) **Data Strategy and Standards:** Created the data strategy for tactical data projects for a rolling 12 to 18 month horizon. Defined standards for data naming, globalization, and data sharing with third parties.

) **Data Sharing:** Coordinated interaction between IDEXX Research & Development and an outside vendor. Created the process detailing IDEXX business goals, security procedures, and data sharing policies.

) **Data Design Education:** Delivered an 8 hour hands-on Data Modeling class to 4 business operation managers.

2004 – Data Architect / Data Resources Manager, The Jackson Laboratory, Bar Harbor,  
2007 ME

) **Data Warehouse:** Designed and implemented The Jackson Laboratory Data Warehouse, establishing Lab standards for data reporting. Mentored the IT data warehouse team on tools and practices for creating extract, transform, and load (ETL) routines. The team created SSIS (SQL Server) packages that extract and integrate data from both a custom AS400 legacy system and the Axapta ERP system.

) **Database Design:** Designed the first version of the production database for the JaxStrain system which is used by the business and scientists worldwide. Transitioned responsibility for further development to the development team. Worked with end users and IT developers to design the JaxGrants grant management and planning system database.

) **Data Reporting Architecture:** Designed the Crystal Reports Server environment to create and deliver standard reports from the Data Warehouse.

) **Data Warehouse Documentation:** Created the user documentation for data warehouse access by the business community.

) **Data Tools Standards:** Defined and implemented data access tool standards for both end users and developers.

) **Supervisor:** Managed 3 database administrators and a middle-tier administrator.

) **Data Design Education:** Delivered a 12 hour data modeling class to 70+ IT and business operation employees.

1995 – President, Pine Tree Data Systems, Southwest Harbor, ME  
2004

) Areas of expertise are listed in the section above.

1987 – Principal Systems Analyst, Digital Equipment Corporation, Augusta, ME (SCI  
1996 Systems Inc. as of April, 1995)

) **Business Systems Design:** Architect and project leader for the Pull Replenishment Inventory System Manager (PRISM), a Lean material ordering system based on consumption. Coordinated with multiple supplier sites and over 50 end users. PRISM was the primary factor in reducing the supply lead time from 8 weeks to 6 days. The project received the 1992 Digital IM&T Achievement Award.

) **Software Development Standards:** Created standards controlling system development and design. Standards included the Software Development Process, the Process for Building a Database, the Walkthrough Test Process, and others.

) **Data Reporting:** Implemented a dimensional data warehouse for quality reporting, decreasing the average time to run key quality reports from 2+ hours to 45 seconds.

#### TOOL SUITE

Embarcadero ER/Studio, Data Modeling, Use Case Analysis, Microsoft SQL Server, SQL Server SSIS & DTS, SQL Server Analysis Services, Microsoft Access, Oracle, Mind Mapping, SQL, Business Objects Crystal Reports Server, System Life Cycle, Kepner-Tregoe Problem Solving and Decision Making Process. Familiar with ICD-9, ICD-10, SNOMED, and other clinical code sets.

#### EDUCATION AND TRAINING

- ) Bachelor of Science Degree, Clemson University
- ) Microsoft Certified Technology Specialist, SQL Server 2008, Business Intelligence Development and Maintenance
- ) Certified in Production and Inventory Management (CPIM) by The Association for Operations Management (APICS)
- ) Undergraduate Pilot Training, U.S. Air Force

#### PERSONAL

Married with one child. I enjoy outdoor sports, particularly skiing in winter and camping, hiking, and sailing in summer.