

# Dr. David A. Rogers

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

Platforms & Tools: Snowflake, Tableau, Power BI, Azure Synapse Analytics, AWS, SQL Server, SharePoint, GitHub  
Capabilities: Data Governance, ETL/ETLT, Self-Service Analytics, Stakeholder Engagement, Agile Delivery, Backlog Management, KPI Framework Development, Semantic Modeling

### Summary and Career Highlights

Proven track record of delivering data analytics and business intelligence capabilities that drive growth across retail, restaurant, financial services, and regulated industries. Expertise in analytics, technology architecture, and statistics.

#### Engaging with Senior Leaders to Align Data Initiatives to Business Strategies

- Raising Cane's: **Transformed combative silos** through cross-functional team building and sustained stakeholder alignment.
- RenRe Insurance: Acquired domain fluency quickly and **refocused development team to improve data accessibility and utilization**.

#### Delivering Business Insights Which Guide Decision Making

- Raising Cane's: **Transformed analytics** through new data sets, improved ad hoc access, and Tableau dashboards. **Operationalized insight** into order and service channel performance.
- 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

- 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 **one-third reduction of headcount while ensuring improved delivery** and supporting business expansion to new lines and partners.

#### Engineering Data Reliability and Performance

- Raising Cane's: Delivered insights consistently during **growth from 250 to 850 restaurants**, two hours ahead of prior SLAs.
- Javelin Marketing Group: Improved weekly reporting **on-time delivery 10x** while cutting processing times by two-thirds.

### 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 3<sup>rd</sup> party clients.*

- **Establish data governance and adoption frameworks** to maximize utilization and impact of analytics solutions.
- **Manage client, company, and 3<sup>rd</sup> party IT resources** to deliver high-performing reporting solutions for Commercial Real Estate clients using Azure Synapse Analytics and Power BI, applying agile delivery practices to manage project backlogs and maintain iterative progress across concurrent client and internal engagements.
- **Architect and design Enterprise Data Warehouse tables and processes** to ensure reporting efficiency and performance.
- **Develop and implement AI-assisted analytics workflows**, integrating AI tooling into data product development and Power BI reporting pipelines with a focus on governed, repeatable outcomes.

**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.*

- **Drove multi-year data strategy and architecture roadmaps** in close partnership with executive and operational stakeholders.
- **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, managing team backlog and delivery priorities using agile methods.
- **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.
  - Developed and optimized data ETLT pipelines using SnapLogic and semantic layers, 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 and agency network delivery 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.

## Earlier Career

JCPenney	Senior Project Manager	Plano, TX
Fleming Companies	Director Enterprise Decision Support	Lewisville, TX
The Home Depot	Sr. Manager Information Services	Atlanta, GA
NCR Corporation	Sr. Product Manager Retail Systems	Duluth, GA

## Education & Training

**Doctor of Business Administration** | The University of Dallas | Irving, TX

- Earned while employed full-time at Raising Cane's and Fannie Mae.
- First in class to defend both Proposal and Dissertation.
- Won National Best Paper Awards every year.

**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