

# DANIEL GODFREY

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## CHIEF INFORMATION OFFICER — CHIEF TECHNOLOGY OFFICER

*Adept, Strategic Driver for Enterprise-Level Revenue & Growth Solutions at Global Corporations*

**Technical & Business Strategies Accelerating Operational Efficiency & Competitive Edge**  
*M&A Integration – Data Warehouse Solutions – Executive Collaboration – Business Intelligence – Security*

- ▶ **Trusted IT executive advisor and CIO/CTO confidant** recognized as pivotal leader for long-horizon business assessments, integration support, and delivery of targeted technical improvements.
- ▶ **Strategic business partner** who builds viable technology and growth plans that facilitate new revenue sources and operational improvements across enterprise organizations.
- ▶ **Global technology strategist** engaged in ongoing C-level advisory roles of 1-10+ years. Fluent in leveraging open source, analytics, modeling, ETL, database, and business intelligence solutions.

### NOTABLE DISTINCTIONS

InfoWorld 100 Award  
Computer World 2008 Laureate Award  
Best of New York Award for projects advancing service to the public  
Federal Computer Week Knowledge Management Award  
Information Technology National Delivery Excellence Award

*"I've known Dan for over a decade. His technical knowledge and business acumen are **second to none**." – Director Business Intelligence*  
*"Daniel is one of the finest solutions delivery principals... a **technical and business leader par excellence**." – Recruiting Manager*

### PROFESSIONAL HISTORY

#### GLOBAL MANAGING PRINCIPAL – ENTERPRISE SOLUTIONS

WORLDWIDE IT CONSULTING CORPORATION, Edina, Minnesota, 1994–Present

**CIO-Level Authority ▶ Key Technology Initiatives at Fortune 500/1000 Corporations**  
**1 of 3 Global Managing Principals ▶ IT Solutions Leadership for Core Business Needs**

Rose through technical leadership roles to step into complex client situations, collaborating at C-level to assess and satisfy strategic/tactical business requirements. Deliver leadership services and solutions for management consulting, business intelligence/data delivery, ERP, system development, conversions, service-oriented architecture (SOA), legacy system management, outsourcing, systems re-engineering, and application maintenance. Exceed objectives up to 218% with Board/CEO/CFO presentations securing key executive engagements. Supervise 70+ team members at various U.S. and offshore sites, with 5 Directors and 2 Senior Managers as direct reports.

#### ***Career-Defining Executive Engagements (Partial List):***

- St. Paul County ▶ High-ROI, Multibillion-Dollar Strategic Planning & Applications Deployment
- Global Health ▶ Enterprise Data Warehouse, Data Quality, Governance, Compliance, & M&A Projects
- Merck Global Manufacturing ▶ Systems Development, Business Intelligence, & PMO Tracking
- Whole Foods ▶ Strategic Project Oversight Plus Incident Tracking & Plant Production
- ESPN ▶ Planning & Deployment for Data Mart, Sales Planning, Event Scheduling, Media Viewer
- IBM ▶ Strategic Data Mart Consulting | Cornerstone Health ▶ Clinical System Upgrade Project Management
- Coldwater Creek ▶ Enterprise Data Warehouse and Service Oriented Architecture

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## ► Revenue & Growth Impacts

- **Generated \$3M+ annual revenue** for St. Paul County with *state-of-the-art, award-winning kiosk solution* allowing full data retrieval for centuries-old land transactions of up to \$40B. Facilitated innovative concept that united information sources and gained substantial recognition throughout the U.S.
  - Added indexing and storage/retrieval for court minutes, Lis Pendens, consumer affairs, abandonments, liens, deeds, mortgages, historical/filled maps, judgments, and business certificates.
  - Delivered system at significant savings over competing 3<sup>rd</sup>-party quotes with in-house development.
- **Accelerated growth 150%** to 5 million members at Global Health over 4 years, adding business intelligence, regulatory reporting, state filing, membership reporting, and claims lookup capabilities from data warehouse.
- **Supported media buying needs at ESPN**, cutting costs of traditional video distribution with metadata and related analytical functionality in Media Viewer application.

## ► Cost Savings & Efficiency

- **Boosted vendor performance** supporting *largest pharmaceutical manufacturing operation* worldwide at Merck Global Manufacturing with Procurement Dashboard offering tracking and scorecard capabilities.
  - Facilitated contract renewal advantages, incentivizing top vendors by leveraging ranking data.
- **Enhanced management plant production** monitoring with Whole Foods Production Tracker allowing plant statistics analysis—including nationwide outage reporting—via data warehouse reporting.
  - Developed measures to gauge plant safety with new Accident/Incident Tracking system that facilitated regulatory reporting to OSHA and other agencies for compliance purposes.
- Slashed numerous expenses with **Merck cost-saving initiative** that tracked suggestions and trimmed billions in related costs annually.
- Added Project Management Portal PMO tracking/management tool for Merck, plus SharePoint Newsletter that facilitated communications with global newsletter creation and distribution.

## ► Strategic Planning & Advisory Roles

- Took instrumental role as **strategic, visionary advisor to St. Paul County** annual planning process *over 10 years*, addressing growth, budget, strategic and tactical initiatives designed to maintain operational momentum.
- Built long-standing trust relationships with CIO and CTOs throughout first/subsequent mergers over 4 years at Global Health; mentored executives by offering best-practice lessons from multiple IT organizations.
- **Defined M&A strategy** at HIP, working closely with CTO to identify and retain the stronger of 2 systems.
  - Assessed due diligence steps, infrastructure needs, email/communications systems migrations, and business process consolidation steps in alignment with related IT systems integration.
- Advised Whole Foods CFO and IT teams on application build/deployment strategies, in addition to strategic direction for technical capabilities.

## ► Consensus-Building & Governance

- Won buy-in for systems integration among siloed county groups with education on integration value.
- **Guarded data integrity** with governance initiatives affecting technology practices, instilling quality stewardship by assessing data warehouse maturity models and building blueprints for next steps.

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## ► Data Warehouse Applications

- Created **multi-year data warehouse initiative** key to M&A growth, facilitating post-merger data integrations for newly formed Global Health (formerly HIP of New York, GHI, & Vytra), developing and driving best-practices roadmap incorporating optimum data warehouse environment methodologies.
  - Integrated member, provider, employer group, claims, payment, billing, benefits and broker data for operational data access supporting call center, IVR, and Web applications plus finance/actuarial analytics.
  - Delivered integrated strategy with 500+ daily feeds into 8 TB warehouse.
- **Substantially increased revenue at ESPN** with Advertising Sales Data Mart supplying complex analyses for advertising time slot sales, show rankings, and sales commission calculations that allowed ***profitable contract negotiations*** with major corporations for time- and audience-specific ads.
  - Built Enterprise Data Warehouse & Data integration hub, consolidating cross-organizational data to develop atomic-level warehouse and enable applications development from operational data store.
- Played key role in **E&Y's data management vision**, defining Enterprise Data Warehouse Strategy definition and Maturity assessment, plus implementation strategy through creation of business matrix.
  - Supported data management needs with customer master data tool evaluation/selection; added .Net-based application to create customer organization/revenue reporting tool.
  - Increased sales monitoring capability, adding sales performance reporting with Sales Data Mart.
- Supported **supply chain integration at IBM** with development of SAP BW Data Mart; worked in tandem with leadership teams to plan and execute data management strategy.

## ► Information Security

- Architected and drove Auto Redaction Application for imaged documents, leveraging Optical Character Recognition (OCR) technology to mask sensitive data while allowing full Web image views.

## ► IT Operations & Projects

- Defined long-term, **enterprise-level technology strategies** in conjunction with senior management teams at client sites while handling daily IT operations and oversight of risk management, projects, deliverables and resources; held authority for multimillion-dollar budget, project accounting/reviews, and status reporting.
- **Promoted consistency across IT**, working in partnership with CIOs, development teams, and project management teams to drive implementation of agreed-upon strategies and address recurring business issues.
- Incorporated resource center, clinical intervention management system, mailing system, co-pay waiver program, enterprise clinical rules engine, and other member/therapy support features into upgraded Advance Clinical System for Cornerstone Health.

### *Other Experience:*

**SENIOR DBA / PROJECT LEADER, UNITED PARCEL SYSTEMS, 1993–1994** (EIS & data warehouse projects)

**CONSULTANT, NETWORKING & DATA SYSTEMS, 1992–1993** (Systems development & database design)

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## EDUCATION

BACHELOR OF SCIENCE IN COMPUTER SCIENCE  
University of Minnesota, Duluth