SENIOR BUSINESS ANALYST / IT PROJECT MANAGER
BUSINESS PROCESS & BUSINESS RULES ANALYST

ROLANDO HERNANDEZ   MIAMI FL   305.994.9510   JOBS@BIZRULES.COM

EXECUTIVE SUMMARY

- **Process Improvement Analyst & Business Process Management Consultant for Fortune 500.**
- **Project Manager and Business Analyst for large, complex IT projects/systems.**
- **Designed the Enterprise Business Rules strategy & methodology for three of the Fortune 10**
- Developed the BIZRULES® VISION™ Methodology for defining, documenting, managing, and automating business processes and business rules. Used by ExxonMobil, the IRS, and a Fortune 10 company
- Experience using advanced Business Process Management (BPM) and Business Rules Engine (BRE) technology to reduce time to market, improve quality, ensure regulatory/legal/tax compliance, increase sales, cut costs, and maximize revenue.
- Proven ability to architect and engineer complex systems that are flexible, easy to maintain, reuse code and business rules, and that align to business objectives.
- Outstanding record of implementing advanced technology to build innovative business solutions and systems that work, change easily, and last.
- Solid experience leading and carrying out all phases of full SDLC lifecycle enterprise system development, from planning, analyzing, designing, building, and testing new Web and Client/Server applications, to maintaining and modernizing legacy Mainframe applications.

STRENGTHS

- **Big 5 consulting experience with IBM and EDS.**
- **Master of Science (M.S.) in Artificial Intelligence, Bachelor of Science in Systems Analysis.**
- **Industry experience in Cruise/Travel, Manufacturing, Insurance, Pension, Soft-Drink/Bottling, Fast-Food Quick-Service Franchise, Fleet Leasing, Oil/Lubricant, Energy, EH&S, and IT Consulting.**
- **Fortune 500 experience with a Fortune 10 company, ExxonMobil, IBM, EDS, Pepsi, RCCL, Carnival/Cunard, and BK.**

SKILLS

- Proven strategic thinking skills.
- Excellent analytical, problem-solving, and decision-making skills.
- Excellent verbal, oral, and written communication skills. Excellent presentation skills.
- Exceptional interpersonal skills with ability to gain the confidence and respect of senior executives.
- Proven ability to work with all levels of management, and the most senior of Subject Matter Experts.
- Proven ability to communicate with and work with staff at every level of the organization.
- Experience with Six Sigma, Project Management, and System Development Methodologies.
- Experience using Zachman Enterprise Architecture Framework to align systems with business.
- Ability to work independently and organize workload with minimal direct supervision.
- Strong technical, management and leadership skills.
- Knack for finding ways to improve business processes and speed up time to market.

EXPERIENCE SUMMARY

- Experience designing Business Process/Business Rules Integration strategy for Fortune 500.
- Lots of experience with Business Process Management (BPM), Business Rules Management (BRM), Knowledge Management (KM), Business Intelligence (BI), and Data Warehousing (DW).
- Extensive experience with the Business Rules approach & BRE (Business Rules Engine) technology.
- Familiar with Customer Relationship Management (CRM), and 1-to-1 Personalization.
- Exceptional ability to work with world-class Subject Matter Experts in order to extract their domain knowledge, business rules, decisioning process, and expertise so it can be documented and digitized.
- Currently, helping a Fortune 10 company with Global Statutory Compliance such as Sarbanes-Oxley Act. Currently designing Business Models, Business Process Models, and Business Rule Models to help the Company document, assess, test, and certify that proper processes, rules, and controls are in place, as required by Sarbanes-Oxley Act.

ATTRIBUTES

- US Citizen – Able to work in the US without sponsorship.   Bilingual – Fluent in English and Spanish.
- Willing to travel as needed – Int'l. Experience working in England, France, Japan, Brazil, and Canada.

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KNOWLEDGE
- **Experience leading strategic digitization projects for a Fortune 10 company, Mobil, IBM, EDS, Pepsi, RCCL/Cunard, BK.**
- **Functional experience in IT, Finance, Tax, Accounting, Legal, Marketing, Sales, Supply, & Audit.**
- **Industry experience: Fast-Food Quick-Service Franchise, Soft-Drink/Bottling, Cruise/Travel, Manufacturing, Insurance, Pension/Insurance, Fleet Leasing, Oil/Lube/Energy, EH&S, IT Consulting.**
- **Government experience: Health & Welfare/Canada Social Security, Tax Submission Processing/US IRS.**
- Experience with automated legacy application modernization and business systems modernization.
- Strong understanding of the key challenges facing competitive, global businesses today: compliance, reducing IT costs, quality, agility, time to market, downsizing, offshoring/outsourcing, privacy, retaining & digitizing knowledge, preventing business mistakes, and minimizing legal & financial risks.
- Speaker and author on Customer Relationship Management (CRM), Business Process Management (BPM), Business Rules Management (BRM), and Knowledge Management (KM).

EXPERTISE
- Exceptional ability to learn new industries and business processes quickly.
- eBusiness experience designing systems for Global Statutory Compliance (Sarbanes-Oxley), Tax Planning & Minimization, Entity Management, Corporate Formalities & Separateness, HQ Cost Allocation, Transfer Pricing, Billing, Revenue/Yield Management, Intellectual Property Management, Worker's Comp Claims Processing, Cruise Reservations, Commissions, Sales Force Automation, Data Warehousing, Balanced Scorecard/EIS, Sales & Distribution, and Supply Chain Management.
- eGov experience designing and building systems for US IRS Individual Income Tax processing and Canada Social Security Benefit Eligibility & Entitlement adjudication.
- Experience designing and building expert systems for Product Recommendation & Selection, Problem Diagnostics & Troubleshooting, Customer Service, EH&S Audit, and Web Expert Advisors.
- Deep content knowledge in emerging AI-based technologies such as Business Process Management, Knowledge Management, and Business Rules Management
- Exceptional ability to work with world-class Subject Matter Experts in order to extract their domain knowledge, business rules, decisioning process, and expertise so it can be documented and digitized.
- Experience using BPM/BRE Rule Engines such as Microsoft BizTalk Server Business Rule Engine & Business Rule Composer, PegaSystems PegaRULES, and RulesPower Process Logic Modeler.

TECHNICAL SUMMARY
- Tools: Microsoft Office XP, Visio, MS Project, ABT Project Workbench, SourceSafe, and Lotus Notes.
- Enterprise Business Process Modeling & Simulation: Popkin Systems Architect, Gensym ReThink.
- BPM/Business Rules Engine (BRE): Microsoft BizTalk Server Business Rule Engine & Business Rule Composer, PegaSystems PegaRULES Process Commander, RulesPower Process Logic Modeler, Computer Associates CleverPath AION BRE, HNC Blaze Advisor, Gensym G2, Haley, Exsys CORVID AuthoRete/Eclipse, Corticon, and ILOG.
- Process Modeling: Unified Modeling Language (UML), Rational Rose, Rational Unified Process (RUP), Rational RequisitePro, BPMN Business Process Modeling Notation, BRML Business Rule Markup Language, Erwin, Visual Modeler, Visio, Oracle Designer.   ERP: ORACLE Financials / GL, AP, AR, PO.
- Very familiar with object-oriented analysis & design; relational & multi-dimensional databases; OLAP/Cubes; mainframe, Windows, and web programming; operating systems; and Q/A testing tools. See http://bizrules.com/resumes/rh_technical.htm for complete list of HW/SW/Languages/Tools.

EXPERIENCE

BIZRULES.COM   *MIAMI, FL*
SENIOR BUSINESS PROCESS & BUSINESS RULES ARCHITECT   1995–PRESENT
- *Help Fortune 500 firms modernize legacy applications and design new eBusiness applications using breakthrough technologies.* Extract enterprise business rules and business processes from code using automated tools, and from SMEs using Knowledge Acquisition, Knowledge Engineering, & Business Rule Harvesting methods.
- My clients include a Fortune 10 company, Chubb, IBM, EDS, Burger King, RCCL, Canada Social Security Department, and the United States Internal Revenue Service. See client/project details on next page.

CUNARD CRUISE LINES, SENIOR BUSINESS ANALYST   JUN 2004 – SEP 2004

- **Helped transition Cunard from NVS Reservation System to Princess' POLAR Res. System.** Conducted Cunard/Princess Gap Analysis. Wrote business specs, system specs, and technical specs. Documented Cunard/Seabourn Business Processes, rules, & workflows. 3-month project. *(BizRules.com Consultant)*

A FORTUNE 10 COMPANY   ATLANTA, GA / SCHENECTADY, NY
BUSINESS PROCESS & BUSINESS RULES ARCHITECT   JUL 2002 – JUN 2004

- ***Designed the Enterprise Business Rules architecture, strategy, and methodology for discovering and documenting business rules for the Client's Knowledge Supply Chain project.***
- Client licensed my BIZRULES® Methodology and is using it as the standard for eliciting, documenting, managing, and automating business rules. Working with top Tax Executives & Six Sigma Black Belt SMEs to document business rules that aid Corporate Governance, ensure compliance with Sarbanes-Oxley and other laws in 120 countries, and drive tax minimization strategies. Pilot for Client's Real-Time Decision Mgmt System. *(BizRules.com Consultant)*

IRS PRIME MODERNIZATION (IBM GLOBAL SERVICES)   GAITHERSBURG, MD
BUSINESS RULES SME & BUSINESS RULES ARCHITECT   FEB 2001 – JUN 2002

MY ROLE:
- ***Helping design the Business Rules architecture, methodology, and strategy for harvesting and programming the 250,000 IRS business rules for Individual Taxpayer (Form 1040) Tax Return Submission Processing.***
- Providing expertise in Business Rules technology, design, and industry best practices on the IBM CADE Team. Also providing expertise in rule harvesting, rule discovery, rule modeling, and rule authoring. Helped IBM design the rule engine portion of IBM's RFP Proposal, which won the bid for the CADE project. Developed the business rules methodology used by IBM to interview IRS SME's in order to acquire and document Individual Tax Return business rules. My BIZRULES® Business Rules Methodology is being used as the framework for the custom IRS Business Rules Methodology.
- Key Personnel for IBM on this project. *(BizRules.com subcontract w/ IBM Global Services)*

PROJECT OVERVIEW:
- IRS PRIME is a 15-year $10 billion Business Systems Modernization Project to modernize all Internal Revenue Service applications. Analysts say this is the largest civilian systems development project in the world.
- All 250,000 IRS Business Rules for processing Individual Tax Returns will be stored in a rule engine instead of being hard-coded.

BUSINESS GOALS/BENEFITS:
- Take the tax agency from a paper-pushing system to an interactive online program for taxpayers. Among the goals are to deliver tax refunds in as little as two days instead of five weeks, enable taxpayers to receive e-mail messages from the IRS about their returns and track the status of refunds online. Enable IRS Business Analysts/SMEs (non-programmers) to author and modify business rules without reprogramming or recompiling. *(BizRules.com Consultant)*

AMERICAN CLASSIC VOYAGES (AMCV), BUSINESS ANALYST   2000 – 2001

- ***Helped implement the Seaware Cruise Reservation System.*** Conducted Gap analysis, developed functionality requirements, and documented the business rules for all three AMCV brands. Learned Revenue Management & Pricing business practices in the Cruise industry. Set up price programs, promotions, and business rules for United States Lines & American Hawaii Cruise Lines. Redesigned conflicting/inconsistent rules from 3 Brands into one enterprise wide Rulebase. (BizRules consultant)

ROYAL CARIBBEAN CRUISE LINES (RCCL), BUSINESS ANALYST   1998 – 2000

- ***QA/Testing, e-Commerce Website/Internet Reservation System.*** Helped develop the websites _RCCL.com_ and _CelebrityCruises.com_. Wrote test plans and conducted testing. Became the IT expert on the Content Management System. Used Segue Software SilkRadar Defect Tracking Tool & Interwoven TeamSite CMS.

- ***Business Area Analysis, Sales IT Dept.*** Developed business requirements and technical specifications for RCCL's Sales Dept. Translated business requirements into technical requirements.
- ***Gap Analysis of RCCL's Encore Shipboard System vs. Fidelio pkg.*** Evaluated buy/build cost/benefit analysis of vendor package to replace legacy system. Compared these strategic systems from an operational and technical perspective. Documented RCCL business processes and business rules to define business requirements. Identified all Gaps. *(Metro IS / BizRules.com Consultant)*

CANADA SOCIAL SECURITY REENGINEERING PROJECT
BUSINESS RULES PROGRAMMER *(EDS / BizRules.com Consultant)*   1996 – 1997

- ***Programmed all the Disability Eligibility & Entitlement Business Rules on this $400 million project.*** I was brought in because of my expertise with the AION Rule Engine. As one of the expert consultants, I provided expertise and advice on the AION expert-system development language to EDS and government staff. Handled analysis, design, development, testing, and implementation. Migrated Social Security payroll withholding data and benefit data from DB2 to Oracle. Y2K Project.
- **BUSINESS GOALS/BENEFITS:** System delivers $30 billion in benefit checks to 10 Million Canadians per year. Rulebase processes 120 Million payment transactions/yr. Error & fraud reductions due to new Rulebase of $45 Million/year or $703 Million/15years.

BURGER KING - PROJECT MANAGER *(BizRules.com Consultant)*   1994 – 1996

- Led development of **BURGER KING's** Balanced Scorecard System/Sales Force Automation System, The RoadRunner EIS, which helps six Regional VPs and 400 field Managers track Sales and A/R for 6,000 Burger King stores nationwide.
- Managed a 16-month $400,000 development project to build strategic information reporting systems for 400 field managers and five regional VPs. Monitored concurrent development of five systems by an offshore vendor with programmers in Colombia and Mexico. Responsible for planning, proposal writing, contract negotiations, client acceptance testing, training, & implementation.
- Reported to Director of MIS. See http://bizrules.com/us/page/cust_bk.htm for more details.

MOBIL OIL CORPORATION WORLD HEADQUARTERS   FAIRFAX, VA
PROJECT MANAGER, SENIOR PROGRAMMER ANALYST   JUN 1988 – JUN 1994

- ***During six years at Mobil Oil, established Mobil's Global Expert System Strategy, implemented their global Knowledge Management Strategy, and was lead programmer of Mobil's first successful Executive Information System for Int'l Marketing Division executives.***
- Led design and development of Object-Oriented Client-Server Expert Systems to support the Lube Marketing and Environmental/Safety business. Managed Object-Oriented Analysis, Design, and Development projects using a true OOP programming language (AION) that provides multiple inheritance, encapsulation, specialization, inference, backward-chaining, and forward-chaining.
- Worked closely with five division clients to establish common business requirements & standards for Mobil affiliates worldwide. Led project teams in the U.S., Paris, London, and Tokyo.
- Strong experience with project management: estimating; cost/benefit analysis; planning; coordinating the work of 17 Subject Matter Experts in 9 countries; managing, field testing, and implementation.
- Learned how to design, build, and reuse Object Oriented code at a global, enterprise-wide scale.
- Developed an Environmental Health & Safety audit Expert System for loss prevention & compliance.
- **BUSINESS GOALS/BENEFITS:** Capture knowledge from top experts nearing retirement. Retain expert knowledge as a corporate asset. Share global best practices for sales & customer service to 200 Sales Engineers in over 80 countries. Increase Field Sales Rep face-to-face time with customers.

ADVANCED TRAINING
- Six Sigma, Hoskyns Systems Analysis Techniques.
- Dale Carnegie Strategic Presentations.
- ABT Project Planning & Control, ABT Advanced Project Management, Advanced Microsoft Project; Microsoft Solutions Development Discipline (Microsoft's product development methodology),
- Zachman Framework for Enterprise Architecture
- Business Rules & Business Process Reengineering