

Jeff Johnston

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Summary

Passion for driving positive outcomes using data analytics and artificial intelligence

Expertise

Vision Creation	Public Speaking	Data Warehousing	Machine Learning
Practice Development	Workshop Facilitation	Data Modeling	Python & SQL
Value Mapping	Training	Data Engineering	Spark

Experience

Artis Consulting, *Data & AI Practice Director* Jul 2007 to Present
Consulting Practice Leadership

- Key driver of company strategy and leading Artis' evolution from a regionally-focused firm to a nationally-focused firm
- Introduced 2 new lines of business: Training & Managed Services
- Participated in more than 200 projects across 60 clients in varying roles from Developer to Architect to Engagement Manager
- Increased transparency and improved decision making for Artis leadership by creating Executive & Employee Performance Dashboards
- Developed our Data & AI Practice offerings details, pricing, promotion, and go-to-market execution plans
- Key contributor to the new employee learning plan customized for each new hire
- Served as a coach and mentor to Data & AI Practice team members where I facilitated the process of defining learning goals, developed a plan for execution, then measured each team member's progress
- Developed key technology partnerships with companies such as Microsoft, Databricks, and Hortonworks
- Led dozens architecture design sessions helping customers envision potential solutions

Corporate Training

- Developed and delivered over 700 hours of technical training classes to clients leveraging a combination of lectures, hands-on-labs, videos, and group activities focused on the topics of Big Data, Machine Learning, Data Visualization, and the Modern Data Platform
- Spoke at dozens of Artis, Microsoft, and Databricks public training events including MSBIC user group and SQL Saturday conference sessions

Sage Telecom, *Director - Business Intelligence* Jan 2007-Jul 2007

- Developed the vision and strategy for the Business Intelligence Group by assessing the information needs of executives and the current state of our BI platform creating a five-part strategy
- Mentored the 6 member BI Enterprise Reporting Team by holding weekly roundtable discussions used to teach methodology, standards, T-SQL, and the Sage data model
- Developed a training program for the BI Enterprise Reporting Team by assessing their current skill set and available courses leading to increased operational effectiveness of the team
- Initiated a report consolidation process to reduce the 400 reports deployed to less than 50 by identifying redundant information resulting in one version of the truth across the organization

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Sage Telecom Inc., *Manager – Software Development*

Feb 2003-Jan 2007

- Led a six-month Promotions System development project, from design to implementation, with 25 developers resulting in a flexible solution that eliminated system modifications and increased customer retention
- Managed the successful implementation of 24 .Net development projects and 47 application patches in 2006 for the 170+ applications and processes under my responsibility
- Reengineered existing legacy (COBOL) Billing system using Microsoft .Net technologies and techniques, reducing processing time by 83%

MARTEX Software, Inc., Consultant / Software Developer

Aug 2000-Mar 2004

- Developer of numerous high-performance data-driven websites for our clients

TXU Business Services

Aug 1999-Aug 2000

- Developer of legacy COBOL “lights-on” solutions supporting utility operations

Volunteering

Classroom Guest Lectures

- “Analytics Consulting”, 2018-2019, SMU Master of Business Analytics Program, Analytics Bootcamp course taught by Bryan Smith
- “Analytics Project Methodologies”, 2017, SMU Master of Business Analytics Program, Business Process Analytics course taught by Dr. Ulrike Schultze
- “Day in the Life of an Analytics Consultant”, 2015-2019, SMU Master of Business Analytics Program, Managing Your Career course taught by Hettie Tabor
- “Modern Data Platform”, 2015-2017, UTD Management Information Systems Program, Business Analytics course taught by Dr. Kelly Slaughter
- “Data Visualization”, 2014, UTD Management Information Systems Program, Introduction to MIS course taught by Dr. Kelly Slaughter
- “Real-World Business Intelligence”, 2013, UTD Management Information Systems Program, Introduction to MIS course taught by Dr. Kelly Slaughter

MS Business Intelligence Community (MSBIC) User Group, *Board Member*

Jan 2013-Dec 2017

- Delivered numerous sessions at both MSBIC and SQL Saturday conferences
- Facilitated bi-monthly user group meetings averaging 35-50 attendees
- Successfully navigated MSBIC through the 501(c)(6) non-profit process
- Planned and executed two SQL Saturday conferences with 24 guest speakers and 300 attendees

University of Texas at Dallas MIS Program, *Industry Advisory Board Member*

Sep 2014-Dec 2017

- Developed curriculum based on industry experience in conjunction with program leadership
- Provided guidance and feedback to students participating in case competitions

Certifications

Microsoft Certified Database Administrator (MCDBA)

Microsoft Certified Solution Developer (MCSD)

Education

Southern Methodist University, MBA – Strategy & Entrepreneurship, 2006

Texas A&M University, BBA – Information and Operations Management, 1999