Bill Smith
Enterprise Analytics & BI Leader | Power BI Architect • Azure Data Engineering • Analytics Modernization
Based in Nashville, TN | Open to Remote or Hybrid Opportunities | US Citizen
Email: smithbillp@outlook.com **|** LinkedIn: www.linkedin.com/in/rebelfan92 **|** website: www.bpsbi.com

PROFESSIONAL SUMMARY

Enterprise Analytics & BI Leader with 10+ years of experience in business intelligence and analytics, including Azure analytics architecture, governed semantic models, and enterprise Power BI solutions. Combines deep hands-on technical expertise with architecture leadership in BI modernization, data engineering, governance, KPI development, and delivery of executive dashboards that improve financial, operational, and strategic decision-making.

TECHNOLOGY EXPERTISE

- **Power BI** (10 yrs): Power Query (M), semantic models, dashboards, visuals, paginated reports, Power BI Service, on-premises data gateway, Tabular Editor
- **Azure** (4 yrs): Data Factory, Data Lake, Azure SQL, DevOps
- **SQL Server** (18 yrs): SSIS, SSAS, SSRS, performance tuning, indexing, administration, schema design
- **SQL Development** (15 yrs): T-SQL, PL/SQL, stored procedures, query optimization, window functions, CTEs
- **Oracle Development/Admin** (7 yrs): Oracle database development and administration, PL/SQL, performance tuning, production deployments

CURRENT PROJECT

Building and operating a personally funded Azure analytics environment to continuously expand hands-on skills with the latest Azure, data engineering, API integration, DevOps, and Power BI capabilities while developing and validating enterprise-ready architecture patterns. www.bpsbi.com

PROFESSIONAL EXPERIENCE

Senior BI Developer (Short Term Staffing Contract)
Crowe (audit, tax, advisory, and consulting)- Role Performed Remotely
June 2026 – Oct 2026

- Supported a firmwide reporting modernization initiative consolidating Cognos, Tableau, and legacy reporting into a unified, governed Power BI environment using certified datasets and enterprise semantic models.
- Partnered with the Power BI Product Owner in an Agile environment to develop and enhance enterprise dashboards and paginated reports, building visuals, layouts, slicers, and interactive reporting experiences aligned with evolving business requirements.
- Identified data gaps and inconsistencies, optimized SQL queries, and updated reports to align with new dimensional models and governed semantic datasets, improving reporting accuracy and performance.

Business Intelligence Manager / Enterprise Analytics Architect (Full-Time, Direct Hire)
Fidelitone (supply chain, 3PL, and logistics services)- Role Performed Remotely
Aug 2022 - Feb 2026

- Architected and implemented end-to-end Azure analytics solutions spanning cloud and on-premises data ingestion, ETL/ELT pipelines, dimensional modeling, governed semantic models, and enterprise Power BI reporting.
- Designed and implemented a consolidated, governed Power BI semantic model and enterprise reporting solutions for 100+ users, improving data consistency, reporting performance, and self-service analytics across finance, supply chain, HR, and operations.
- Managed enterprise Power BI environments and supported Microsoft Fabric administration, including workspace governance, deployment pipelines, security, and Premium capacity management.
- Optimized Azure SQL workloads through query tuning, compute scaling, vCore management, and read-replica strategies, improving performance while reducing cloud operating costs.
- Streamlined ETL pipelines and SQL Server performance through query and process optimization, reducing data load times by 50% and compute costs by more than 40%.
- Established data governance, data quality, documentation, and development standards while mentoring BI developers in Power BI modeling, DAX, SQL performance tuning, and analytics best practices.

- Partnered with executive and operational leadership to define KPIs and deliver actionable dashboards, reporting, and analytics supporting strategic and operational decision-making.
- Analyzed parcel billing, reconciliation, and costing data, transforming logistics data into actionable dashboards for finance and operations.
- Consolidated legacy SSRS environments, migrating three shared servers into a single governed platform to improve reliability and maintainability.

Business Intelligence Developer (Direct Contract → Full-Time Conversion after 7 months)
Restaurant Growth Services (multi-brand restaurant & hospitality group)- Role Performed Remotely
Dec 2018 - July 2022

- Consolidated reporting across multiple restaurant brands into an executive sales reporting suite with automated daily and weekly distribution.
- Developed cross-concept Power BI dashboards and data models providing analysis by order source, daypart, region, and management hierarchy.
- Built operational dashboards and reporting for online orders, improving visibility into sales trends, order volume, and operational issues.
- Partnered with finance, operations, and marketing leadership to deliver business insights supporting operational efficiency and decision-making.
- Supported SQL Server 2005/2008 migration and development of an enterprise data warehouse environment.

Earlier IT Leadership Experience

- Senior BI Developer / Data Engineer, Ingram Barge (2010–2018) — Managed Oracle database environments and supported business intelligence and data initiatives.
- Metrics Analyst / DBA, Pfizer (2005–2010) — Developed BI reporting and KPIs for pharmaceutical logistics.
- IT Manager, Security Check (2004–2005) — Managed IT operations for a financial services company.
- IT Manager, University of Mississippi (1999–2004) — Led School of Business IT operations, including servers, networks, and a 22-student support team.
- IT Specialist, Itawamba Community College (1997–1999) — Administered servers and WAN/telecommunications systems and managed fiber network infrastructure design and installation across both campuses.

CORE COMPETENCIES

- **Business Intelligence & Analytics Strategy**: KPI/metric design, data storytelling, executive dashboards, BI roadmap planning, financial & operational analytics, executive alignment
- **Azure / Power BI Ecosystem:** Power BI Service, Microsoft Fabric, semantic modeling, governance, deployment pipelines, Tabular Editor, Report Builder, Report Server, Excel, Power Query
- **Data Architecture & Engineering:** Cloud architecture, Kimball dimensional modeling, data warehousing, ETL/ELT pipelines, data migration (Oracle → SQL Server, SQL Server → Azure), ERP, WMS, labor management systems, and API integrations (ADP, PeopleSoft, Dynamics AX, Datex Footprint, Dash Logistics)
- **Data Governance & Quality:** Data quality management, lifecycle governance, SOX/compliance reporting, data security & access control, audit reporting
- **CI/CD & DevOps:** Version control, Azure DevOps, deployment pipelines
- **Database Development & Optimization**: SQL Server, Oracle, stored procedures, performance tuning, complex queries, DBA administration, AI-assisted development and query optimization
- **Leadership & Program Management:** Mentoring & team development, stakeholder alignment, requirements scoping, cross-functional delivery

EDUCATION

- BBA, Management Information Systems — University of Mississippi (2001)
- AMA Project Management (PMP) Training — 2010
- ITIL Certification — 2012