

## DANIEL L. JAMES, MBA, CITPM

Certified Information Technology Project Manager ♦ Business & Systems Analyst ♦ Consultant

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### Experience Overview

Over 30 years of Information Technology experience, including over 25 years of technical and business analysis, and project management. Technical expertise includes software architecture, requirements analysis and complete SDLC development disciplines. Administrative expertise includes IT management, full P&L, and CIO/CTO abilities. Recent specializations include Semantic Technologies, IT project management adopting iterative *Agile* and *Extreme Programming* methodologies. Recognized for meeting project objectives on-time and on-budget.

### Professional Skills

IT Project Management, Semantic Technologies, Business Analysis, Project Proposal Development, Risk Analysis/Risk Management, Resource Allocation Analysis, Project Budgeting & ROI, IT & Management Consulting, Strategic Planning, Process/Workflow Planning, Outsourcing/Vendor Control & Management, Performance Metrics, Testing Specifications, Presentations & Training, Data Analysis & Migration, Database Design & Modeling, Systems & Functional Analysis, Website Design & Management, Software Design & Development.

### Professional Engagements

Semantra, Inc. – *Project Manager, Pro-services Consultant, Requirements Analyst, DBA.* [1/2004 – present] Business & functional requirements analysis, project management, development of concept and semantic metadata (ontologies), creation of strategic business plans, capital planning, budgeting, and system specifications for Semantra, Inc. (Texas), a developer of revolutionary semantic technologies, including a Natural Language ad hoc query tool that dynamically generates accurate SQL queries from plain-language questions. Acquired customer domain expertise critical to the development of detailed requirements for software customization, and managed deployment of the Semantic Enterprise Platform™ to the *Wyoming Department of Environmental Quality*. Worked closely with development team in an *Agile* environment to build the commercial version of Semantra's embedded/OEM product (codename: Lingo), within Microsoft Dynamics applications (MS CRM, etc.). The product allows non-technical end-users and managers to produce detailed and accurate reports from the application database without the need for SQL programming. On behalf of Semantra, made numerous live product demonstrations and presentations at conferences and training venues nationwide. Served on Semantra's advisory board since 2000. (www.semantra.com)

PROptions - *Regional Project Manager, Business & Systems Analyst.* [9/2002 – 12/2003] Coordinated, organized, recruited for, and staffed the Southwest Region for PROptions (Florida), a government services consultancy, providing management consulting and systems development, project planning, project budgeting, and specifications analysis, for federal, state, county, and city governments. Winning proposals included a two-year IT services contract with Maricopa County, Arizona.

AgECom - *Project Manager, Senior Analyst & Consultant*. [11/2001 – 4/2002] Led a team of analysts and consultants to perform a complete systems and risk analysis for AgECom (Texas), a ranch management services provider, to be used as a blueprint for the development of a global cattle vaccination and health history tracking system.

Larkin Industries, Inc. - *Project Manager, Senior Business & Systems Analyst, CEO*. [2/1985 – 8/2001] Subcontracted both technical and project management tasks for internal and external clients of Larkin Industries, Inc. (Nevada). Analyzed and procured outside vendor systems and personnel on behalf of clients. Performed project scope analysis, risk analysis, and project budgeting, strategic and financial/capital planning. Led multiple project teams of 4 to 20 analysts and developers to design, develop and implement custom software and web systems in Java (J2SE/J2EE), Delphi, HTML, JavaScript and FoxPro. Developed statistical analysis methods and systems to support financial and investment research activities by the client. Designed and developed numerous websites for this client and its sub-clients. Elected CEO in 1998. Clients included (starting with most recent):

- Fireman's Fund-AgriBusiness - *Data Migration Analyst, Consultant*.
  - [4/2000 – 11/2000] Analyzed and modeled the data and methods for migration of legacy FoxPro (DOS and Windows) systems to the Java/DB2 environment. Used ERwin and ER Studio for data modeling, Visual FoxPro 6.0 to aid in some ODBC "data scrubbing" steps prior to final migration to DB2. Actual data conversion was written and processed in Delphi 4.0. Fireman's Fund administers the Crop Loss, Revenue Assurance, Hail Damage, and other Agri-Business insurance programs subsidized by the federal government. Administrative deliverables included weekly project status reports and detailed project segmentation and task prioritization documents.
- 3M Unitek (3M Corp, Dental Division) - *Sr. Systems Analyst, Project Manager, Lead Developer*.
  - [1/1996 - 10/1999] Designed and developed software productivity tools and Sales Automation systems for use by an international sales force within the Dental Products Division of 3M Corporation. Managed projects and supervised the evolution of existing solutions, including their migration to new programming environments (FoxPro to Delphi), new features, correction of Y2K deficiencies. Provided administrative reports, including project resource allocation, status reports, and cost and risk analyses. Analyzed, modeled, and converted all data from legacy FoxPro to Delphi/InterBase. Created programs to extract "raw" data from existing AS/400 (DB2/400) system and reformat for use in the Windows environment and InterBase.
  - Analyzed, designed, developed, and implemented new solutions, including the "Daily Flash" software, which allows sales reps to receive their daily sales results, and other data-mining results, remotely via laptop computer. Designed and produced hundreds of ad-hoc queries and formatted reports for management.
  - Provided support, training, and troubleshooting services to users. Consulted directly with users, corporate management, other analysts (business and functional), I.T. operations, and programmers. Researched, documented, designed, and delivered high-level presentations on relevant technological topics to corporate officers.
  - Was member of the "Core Team" responsible for defining and recommending an "I.T. Global Integration" solution networking the U.S. headquarters with its international subsidiaries. It was my responsibility to lead the technical side of the project, provide detailed written and graphical project scope reports, executive summaries, cost and resource estimates, and to interface with the relevant vendors and stakeholders.
  - Continued work for this Client remotely from Texas through the end of January, 2000.
- Southern Oregon Receivables - *Project Manager, IT Director*.
  - [10/1994 - 1/1996] Designed and built the system, network, and I.T. department from Ground Zero for a national collection agency start-up. Interfaced with TRW credit reporting systems. Interfaced with the Oregon Justice system and courts. Hired and trained

personnel. Installed and integrated CAMS software (Collection Agency Management System), and trained collectors on its use. Performed data analysis and conversion of MS Access data to the CAMS database. Reported directly to the President with weekly project status reports, performance evaluations, time schedules, resource allocations, and departmental and project-level budgeting.

- Action/Ravon Industries, Inc. - *IT Director, Division Manager, Lead Developer.*
  - [4/1992 - 8/1994] Designed, implemented and maintained a Telemarketing Management and Order Processing software package for a national ad specialties company. Migrated from a LANtastic network to Novell NetWare 3.12 environment. Analyzed and converted dBase data to FoxPro DOS for use by SBT Accounting software.
  - As I.T. Director, duties included LAN Administration, Client/Server Solution Analysis & Design, Management and Support of Computer Graphics Art Dept., Management Consulting, Data Analysis, Business Analysis, Project Status Reporting, Personnel Selection and Tasking, Executive Reports, and Budgeting.
- Orpheus Publishing Corp. - *IT Project Manager, Lead Developer.*
  - [3/1987 - 2/1991] Designed, engineered and supervised development of a universe-simulation package ("The Orion Nebula") for an international play-by-mail/modem gaming corporation, requiring over 600,000 lines of TurboPascal code. The game simulated the laws of physics, chemistry, biology, astronomy, and economics within a real-time environment allowing players to totally immerse themselves in their gaming roles. Game was voted "Best of 1989" by *PBM Magazine*.
- Rancher Publications (*River Runner/California Grower*) - *Co-publisher, Project Manager.*
  - [4/1985 - 2/1987] Designed and implemented subscriber and direct-mail list management systems for two international magazines, "River Runner" and "California Grower". Utilized Borland TurboPascal and BTree databases for custom applications. Was named "co-publisher" of both magazines within six months.

D.L. James & Associates - *Senior Systems Analyst, Consultant* [3/1974 - 2/1985]  
Served over 20 clients, including Carter Hawley Hale Stores, Inc. (Fullerton, CA), Loma Linda University Medical Center (Loma Linda, CA); Cedars-Sinai Medical Center (Beverly Hills, CA); California Custom Interiors (Temecula, CA); Paradise Valley Hospital (National City, CA); NCR (San Diego, CA); The Equus Group (San Diego, CA); JRS Industries (San Diego, CA); and Doctors Service Bureau, Inc. (San Diego, CA). Services included programming, consulting, data analysis, data modeling, data conversion, troubleshooting, systems integration, hardware procurement, recruiting, and project management. Hardware systems included IBM, Univac, and NCR mainframes, and PCs. Development languages included COBOL, Assembler, Fortran, SPL, Pascal, and Basic. Applications included Payroll, Time-in-Attendance, Medical data collection and warehousing, Hospitality systems, system utilities, Heuristic systems [pre-dating today's "neural nets"], Hotel Management, Direct-Sales and Mail Order Management systems.

### Education & Certifications

*Certified Information Technology Project Manager* (CITPM), Professional Standards Institute.  
*Master of Business Administration, IT Management*, 2002. Rushmore University.  
Undergraduate work in *Computer Science & Civil Engineering*, 1971-74, Walla Walla College.

### Publications

*The Stock Market Mercenary: Beating the insiders at their own game*  
(2003, Writers Closet, ISBN: 0-9742416-8-7)