DAN HERTZ
IT CONSULTANT

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SKILLS

Broad IT Knowledge
Innovative Thinking
Problem Solving
Strategic Planning
Project Management
Writing/Communications
Teaching/Group Facilitation
Quick Learner

SOFTWARE/SYSTEMS

Co-inventor of two USPTO business patents relating to XML technologies.

Experience with:

AI/ML, Hugging Face, LLMs
Web/Mail Server Architecture
Cloud/VM Tools
Database/Search (SQL/SOLR)
Power BI/Power Query/Power Apps
SAP Fieldglass/SAP ECC ERP/T-Codes
Data Mining/Python Scraping
Google Analytics/SEO
XML/XSLT/XPath
Jupyter/Pandas/Visualizations
Apple/Microsoft/Linux/Android OS
Social Media Platforms
Office 365/Teams/Zoom/Adobe

LANGUAGES

English (fluent/native)
French (intermediate)
Spanish (beginner)

❤ MY COMMUNITY

Federal Elections Returning Officer, Victoria BC

Former Board Member, Calgary Pro Musica Society

Former Board Member, The Glencoe Club of Calgary Fitness Committee

Computer Coach for Seniors

Front of House Assistant, Alberta Theatre Projects/Theatre Calgary

PROFILE

Provides strategic direction for product, process and UX/CX improvement, digital best practices, modernization and ML/AI initiatives, technology adoption and implementation. Bridges and defines business unit stakeholder needs with IT implementation. Insightful thinker and idea guy.

EMPLOYMENT HISTORY

2005-Present ♦ Dan Hertz Consulting
IT Consultant

- Provided strategic direction for IT procurement and business needs, including SEO, SMM, CRM, e-commerce and Internet best practices; mobile technology, web development, business process improvement, UAT, QAT, usability/UX/UI guidelines, analytics, success metrics and KPIs.
- Coached clients on computer/mobile use, including systems and software applications. Resolved hardware/software issues, including SaaS/cloud-based tools. Lead market/product research, data gathering, competitive intelligence, cold-calling, and surveys.
- Worked with colleagues/clients to develop sound and efficient database schemas and data governance practices.
- Championed agile methodology, minimum viable products, fast prototyping and proof-of-concepts.
- Wrote and designed best-practice and policy manuals, troubleshooting guides, marketing materials, brand assets, websites and other collaterals.
- Evangelizes ChatGPT/Llama 2/Falcon LLMs to improve coding efficiency.
- Currently, architecting an AI/ML PyTorch/Hugging Face computer vision transformer model to recognize multi-lingual texts, manuscripts and letters.
- Developed a data mining tool to extract-transform-load (ETL) over 1.2 million records into a Solr search engine, enabling fast and targeted data retrieval, analytics, visualizations and automated report generation.
- Sought and co-ordinated industry participation, sponsorship and donations for not-for-profit events and organisations. Embraced vendor relationships, product selection and negotiations to drive higher profit margins, meet sales targets, improve product portfolio and customer satisfaction.

2022 ♦ Nutrien Ltd., Procurement Division
SAP Fieldglass PMO/Analyst

SAP Fieldglass

- Initiated a re-write to Nutrien's Contingent Worker expense policy.
- Highlighted seven areas of process and product improvement for SAP Fieldglass user adoption and initiatives:

  (1) **Sharepoint Search:**
  Worked with IT to troubleshoot and improve search relevancy.

  (2) **Google Dialogflow Chatbot:**
  Worked with IT to troubleshoot and improve chatbot relevancy. Networked with Google AI colleague to understand best practices for chatbot training, scripts and implementation.

  (3) **Fieldglass Portal Design:**
  Improve layout and UX; add video how-to section.

  (4) **Change Management Training:**
  Worked with Change Management team to update and develop training programme for new SAP Fieldglass Oracle implementation.

  (5) **Update Fieldglass FAQ/QRG Documentation:**
  Recommended that FAQ/QRGs be kept up-to-date to reflect changes

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TESTIMONIALS

"In meeting Daniel, one is immediately struck by his warmth, courtesy and unimposing nature. Once you get to know Daniel, you quickly realize that your initial feelings were correct and that you are dealing with a man who is very bright, articulate and people-centered. He works very well on an independent basis though he is able to be successful in a team environment." (Dr. Gary Krivy, Registrar, The University of Calgary)

"A passionate and creative contributor, focused on finding solutions for the business problems we bring to him." (Termeh Rassi, Manager, Web Strategy, Sallie Mae, Inc.)

"A man of high integrity and creativity." (Susan Spence, Vice-President, The New York Wine and Grape Foundation)

"An innovative and creative problem solver....Despite tight timelines, he delivered outstanding results." (Carole Ekker, Project Manager, Orrick, Herrington & Sutcliffe LLP)

"On behalf of the GST Task Force, I would like to thank you for the excellent work you have done....You have been responsible, thorough, cheerful, and have always met your deadlines. The hours you worked were demanding and we are all grateful for your efforts which helped keep the Minister, members of his staff, members of the Task Force and Department well informed." (Barbara Uteck, Director of Operations, GST Communication Task Force, Government of Canada)

in Fieldglass workflow, procedures and implementations. Additionally, that metadata be tagged to support Sharepoint search.

(6) **Microsoft Power Apps Integration:**
Worked with IT to troubleshoot and fix Microsoft Power Apps tenure approval process; utilize Microsoft Power Apps to automate processes.

(7) **Email Automation:**
Developed a Microsoft Power Automate Outlook App to parse IT ticket issues, generating email template with the ticket details.

SAP Fieldglass – ERP/ECC/Ariba Integration

- Improved workflow by coding Microsoft Power Query/Power BI queries to solve SAP ECC client invoice reconciliation issues.
- Used SAP ECC T-Codes to troubleshoot and verify invoice/timesheet data.
- As Fieldglass PMO, responsible for managing day-to-day client and customer issues with Fieldglass sustainment, including job postings, approvals, new vendor setup, Service Now and Ariba/ECC IT requests.
- As member of the Fieldglass technical team, worked with developers to debug/fix/RCA Fieldglass issues.
- Lead ticket issue meetings with our technical team. Acted as a technical resource for encryption, Linux, UX, IA and other issues.

SAP Fieldglass – Oracle ERP Integration

- Created Microsoft Project GANTT chart to track SAP-Oracle development – from initiation through SIT/UA testing and project launch.
- Participated in, highlighted and tracked UAT issues.

2002-2005 ♦ Sallie Mae Inc., e-Commerce and Internet Strategy Divisions
Sr. Online Consumer Experience Architect/Sr. Graphic Designer

- Spearheaded a 2,000-page sales force portal to streamline business processes, improve internal and stakeholder information exchange, and provide access to market research, product information, sales tools, brand insights, analytics and competitive intelligence data.
- Advised on the development of a custom-collateral print solution to solve sales force inefficiencies, shorten sales time, reduce errors and generate more than 3 million customized pages. Consulted on, and helped draft, systems and UX requirements, RFP needs and vendor assessments.
- Conceived and developed a text-messaging system to reduce call centre volume, improve customer communications and save over $685,000 in call-center costs.
- Email campaign templates generated over $215,000 in new revenue.

OTHER
Government of Canada

- **Media Analyst, Department of Finance**
Briefed the Canadian Finance Minister, Prime Minister's Office and Minister for State daily on media reaction to the Goods and Services Tax (GST) implementation, Finance Department programmes, policies and initiatives.
- **Information Officer, GST Communication Task Force**
Fielded and answered questions about the Goods & Services Tax.

CERTIFICATIONS
- LinkedIn Learning: Python, XML, JSON (on-going, see portfolio)
- USPAP for Personal Property (American Society of Appraisers, 2010)

EDUCATION
- The University of Calgary, Bachelors of Fine Arts