

Dan Hertz

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Summary

Innovative strategist, data and research professional with over 20 years of experience improving IT products and processes, UX/CX, and digital transformation. Trusted business advisor driving innovation, AI/ML adoption, technology modernisation, ideation and data-driven decision-making. Significant research and problem-solving skills across many disciplines. Team player working cross-functionally with senior leadership, managers, colleagues, vendors and customers to improve business outcomes.

Skills

- **IT Strategy & Digital Transformation:** Procurement, business process improvement, best practice, modernization and artificial intelligence (AI) strategies, digital transformation, stakeholder management, requirements gathering, collaboration
- **Data Analysis, Automation, Acquisition & Management:** Data automation, acquisition, aggregation, manipulation, normalization, data-driven decision-making, data visualization
- **UX/UI, Process and Product Improvement:** User experience audits and research, troubleshooting and improvement, UAT, goal-setting, issue and ticket-management, enhancing user satisfaction and adoption
- **Business Consulting & Market Research:** Strategic planning and procurement, ideation, market positioning, competitive analysis, brand building, event management, client engagement
- **Technical Writing & Communication:** Technical and creative writing, editing, collateral creation, strategic communications, media relations, brand monitoring, SEO, public speaking

Technical Skills

- **Programming Languages:** Python, SQL, XML/XSL, HTML/CSS
- **Cloud Compute:** Kaggle, Colab, Google Cloud, Hugging Face Spaces, DigitalOcean, Paperspace, Linode, CUDA GPU, Google TPU
- **Dev Tools & Technologies:** LINUX, Windows, MacOS, iOS, Android, PyTorch, Hugging Face Transformers, OpenCV, Keras, LLMs (ChatGPT, Llama, Mistral etc.), Docker, Git, Subversion, Nginx, Apache, Postfix, Fail2Ban, Microsoft VS Code, Postman, Playwright, BeautifulSoup, Requests, Scrapy, TIKA, Cocoon, SOLR/Lucene, Tomcat, Jetty, Ant, Maven, PostgreSQL, Pandas, Matplotlib, Seaborn, Google Charts, Microsoft Excel, Microsoft Power Apps, ServiceNow
- **Software:** Microsoft Power BI, Microsoft 365, Microsoft Project, Microsoft Visio, SharePoint, SAP Fieldglass, SAP ECC, Adobe Creative Suite, Tesseract

Patents

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

Professional Experience

2000 – Present ♦ Dan Hertz Consulting

Self-employed, Calgary, Alberta, Canada

› IT Consulting, Research, Strategy

- Collaborated with business owners, information technology (IT), and other stakeholders to improve IT products, processes, and user experience (UX). Led requirements gathering, vendor request for proposals (RFP), and IT assessments to develop tangible, achievable solutions, success metrics and KPIs. Led/participated in UAT and QAT.
- Leveraged ChatGPT, generative AI, and large language model (LLM) architecture to synthesize and derive actionable insights from data.
- Developed a Hugging Face PyTorch Transformer AI model to machine read documents.
- Provided strategic direction for IT procurement and business needs, including SEO, SMM, e-commerce and Internet best practices.
- Worked with colleagues/clients to develop sound and efficient database schemas and data governance practices. Coded SQL and NoSQL databases.
- Developed and coded websites, mobile applications, back-end systems and search engines. Includes web and mail servers; DOS, spam and virus prevention; HTML/CSS/JavaScript; Visio and Adobe visuals, IA/UX mockups and GANTT documents.

› Data Automation, Acquisition, Aggregation and Manipulation

- Increased productivity by automating computer actions using Power Automate, Power Query, Cron, Bash Scripting, Cocoon pipelines, Python, Applescript, Adobe Photoshop.
- Developed an end-to-end data gathering, rendering, and report-generating tool to reduce appraisal analysis and report writing time by over 80%. Stack: SOLR/Lucene, Apache Cocoon, TIKA and POI, PostgreSQL, Google Charts, and Excel.
- Coded an XML-XSL transformation process to reduce data entry time from one week to one minute, forming the basis of Sallie Mae's content management document system and United States Patent and Trademark Office (USPTO) business process patents.

› Business Consulting, Product and Market Research

- Conducted primary and secondary research, including cold-calling, interviewing, assisting focus groups, competitive analysis, SWOT analysis and data gathering, to inform strategic planning, product development, market positioning, and commercial viability.
- Utilized data visualization tools to present complex data in an accessible, impactful way.
- Researched emerging technologies and their potential applications in business contexts, driving innovation and efficiency.
- Wrote and designed best-practice and policy manuals, troubleshooting guides, marketing and trade show materials, brand assets, and appraisal reports.
- Advised the Federal Finance Minister and Prime Minister's Office daily on media reaction to Finance department policies.

2022 ♦ SAP Fieldglass PMO, Analyst
Procurement Division
Nutrien (Contract Full-time), Calgary, Alberta, Canada

- Initiated a re-write to Nutrien's Contingent Worker expense policy.
- Highlighted seven process/product improvement areas:
 - 1) **Sharepoint:** 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) **Portal Design:** Improve layout, search and UX; add video how-to section.
 - 4) **Change Management:** Worked with Change Management team to update and develop training programme for new SAP FG Oracle implementation.
 - 5) **FAQ/QRG Documentation:** Recommended that FAQ/QRGs be kept up-to-date to reflect changes in FG workflow, procedures and implementations. Additionally, that metadata be tagged to support Sharepoint search.
 - 6) **Microsoft Power Apps:** Worked with IT to troubleshoot Power Apps tenure approval process; utilize Power Apps to automate processes.
 - 7) **Email Automation:** Developed Microsoft Power Automate App to parse IT ticket issues, generating email template with the ticket details.

SAP FG—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 FG PMO, responsible for managing day-to-day client and customer issues with FG sustainment, including job postings, approvals, new vendor setup, ServiceNow and Ariba/ECC IT requests.
- As member of the FG technical team, worked with developers to debug/fix/RCA FG issues.
- Lead ticket issue meetings with our technical team. Acted as a technical resource for encryption, Linux, UX, IA and other issues.

SAP FG—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 ♦ Sr. Online Consumer Experience Architect / Sr. Graphic Designer
e-Commerce and Internet Strategy Divisions
Sallie Mae, Reston, Virginia, United States**

- 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-centre costs.
- Led digital modernization, product ideation/innovation and technology best practices.
- Championed agile methodology, minimum viable products, fast prototyping and proof-of-concepts.
- Enacted quality assurance (QA), user-experience and Section 508 tests across a range of Web properties.
- Created the initial brand identity for Sallie Mae's community outreach and business intelligence divisions.
- Email campaign templates generated over \$215,000 in new revenue.

Community Service

- 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

Languages

- English (fluent/native), French (intermediate), Spanish (beginner), Hebrew (beginner)

Education

- The University of Calgary, Bachelors of Fine Arts

Certifications

- LinkedIn Learning: Python, XML, JSON (on-going)
- USPAP for Personal Property (American Society of Appraisers, 2010)
- Award "T" (Consejo Regulador del Tequila, 2017)