

# Jeff Lambert

Castro Valley, California  
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## Technical Skills

**Databases:** MS SQL Server, MySQL, Hive, Redshift, Sybase ASE, Oracle, ERWin, PowerDesigner

**Languages:** Python, PHP, Pig, Spark, VBScript, Visual Basic, PowerBuilder, 4<sup>th</sup> Dimension, Basic, ASP, COBOL

**Big Data:** Cloudera, Hortonworks, HDFS, Spark, Hive, Pig

**CRM / ERP / MRP:** SalesPage, Salesforce, SalesLogix, WorldTrak, Custom Built (PowerBuilder, 4<sup>th</sup> Dimension), ASK OMAR, EnterpriseWizard

**Web / Graphic:** HTML, CSS, WordPress, Adobe Photoshop/Illustrator/Dreamweaver/Lightroom, PageMaker

**Reporting:** BusinessObjects, Crystal Reports, Cognos Powerhouse QUIZ, Visual Analyzer

**Project Management / Support:** MS DevOps, Jira, Asana, BaseCamp, Toggl, Zendesk

**OS / Misc:** Apple, MS Windows, Linux, Quickbooks, SVN, S3, SFTP, MS SSMS / SSIS / IIS

## Other Skills

**Management:** Data Engineering, Software Engineering, Product, Project, Customer Service, Founder/Owner/Entrepreneur, Scoutmaster

**Other:** Search & Rescue Ground Tech II, Emergency Medical Responder (EMR), CERT, Sales Analyst, Bookkeeper, G/L, Fixed Assets, Payroll, A/P, Retail & Outside Sales, Data Entry, Photographer, Assembly/Packaging, former Real Estate licensee, Eagle Scout, Private Pilot....

## Experience

**BlackRock**, San Francisco, CA – Vice President

July 2013 to present

**Data Engineering Manager:** Within Client Sales & Service (CSS) I support a team of developers who built and continue to enhance and support a sophisticated component-based, dynamic pySpark code generator and processing platform. This tool was initially built to support the input and output needed for our Data Science teams and has expanded to be available for all CSS data processing. I also oversee the development of a new UI tool used to manage the component and related meta data for building out our production data engineering workflows that are utilized for data science, sales, marketing, service, COO and others. This UI includes the dynamic generation of Airflow DAGs that are used to manage our data processing pipeline with wider input/output integration abilities and also incorporates all previous data acquisition, transformation and distribution processes. I am directly responsible for our New York engineers and guide the work of engineers in San Francisco, Seattle, Mexico City, Budapest and India with project interactions in other offices globally.

**Data Acquisition Design & Development Manager:** Within Digital Wealth I was globally responsible for all aspects of acquiring and integrating data from various business areas and outside sources into our Hadoop-based systems and related reporting environments, making the data available for vertical applications, data scientists and canned and ad hoc reporting. I managed engineers in New York, San Francisco and Singapore directly and utilized other staff in the UK, India and Hungary. While growing this team I authored a Python application used to handle all acquisition pipeline process flows, transformations and downstream integrations that utilized Pig and Spark scripts and file monitoring systems. My role involved collaboration with many internal groups at all levels and external vendors.

**Client Analytics Product Development Manager:** Responsible for the requirements gathering, project initiation and management of the first big data solution for the US Wealth Advisory retail sales and marketing groups. This first stage included consumption and transformation of CRM and financial sales and asset data into a HortonWorks Hadoop infrastructure. The initial end product included profile reporting as well as sales opportunity identification and deeper sales reporting. The accomplished strategic goal was to remove the data silos that existed and provide for better use of the resulting centralized data.

**CRM Product Manager:** Responsible for the support and continued growth of the SalesPage CRM system within the US Wealth Advisory division of BlackRock. The system supported 300+ wholesalers including territory management and transfer agent data processing and integrations. Additional duties included new requirements gathering, documentation and implementation.

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## **Alameda County Sheriff**, Dublin, CA – Volunteer

May 2022 to present

**Field Search Technician Type II:** I am a volunteer ground searcher within the Alameda County Sheriff's Office Search and Rescue (SAR) team. In this role I am available 24 hours a day to respond on deployments to help locate, stabilize and transport any lost or injured persons within Alameda County. Via the Law Enforcement Mutual Aid System I also am available to assist any other county in the state of California. The SAR team also is trained for response to a wide variety of natural and man-made disasters. We train weekly to add to, maintain and improve our skills. To reach this skill level I have received training utilizing many systems incorporating advanced tooling and techniques in the following areas:

- Clue Awareness and Area Search
- Map & Compass / GPS Navigation
- Tracking
- Patient Transport
- Incident Command Systems
- Knot & Webbing Systems
- Rope Systems and Repelling
- Radio Communications
- Crime Scene Awareness
- Emergency Vehicle Operations
- ATV/UTV Operation
- Vehicle Trailering
- Advanced First Aid / CPR
- Vehicle Extractions
- Fireline Safety
- Lighting Systems
- Cribbing & Shoring
- Searcher Safety
- Field Interviewing
- Critical Incident Stress Awareness
- Swift Water Awareness
- Safety and Force Protection
- Helicopter Awareness

## **JVHM, Inc.**, Castro Valley, CA – Founder / President

April 1999 to present

JVHM, Inc. is a software development and consulting firm specializing in software and data development projects including CRM systems, custom client/server applications, database design and development, data/application migrations, system integrations and website design and development.

### **Project Sampling:**

- Globally implemented, customized, upgraded and supported SalesLogix CRM with a large financial services firm. The implementation supported 800 users, spanning various sales channels across five globally dispersed offices, a call center, several satellite offices and 75 remote users. The system integrated with downstream and upstream systems both internal and external to the client.
- Performed data integrations between applications and data migration during system swaps.
- Extensive experience engaging with clients to design and develop over 35, industry standard web sites.
- Designed and developed database and system integrations to support a custom web-based pipeline reporting tool for a large financial services firm.
- Managed several Salesforce implementations including the implementation for a biotech manufacturer that included data migration from multiple systems, coordination with ERP integration vendor, technical and non-technical case support, sales quote enhancements and end-user and admin training.
- Designed and developed the database and GUI for a sales management system that supported the institutional sales organization within a financial services firm. This tool included detailed client information retrieval, an advanced query tool and a holdings scenario generator.
- Developed the backend Oracle database used in the initial rollout of the iShares.com web site and later assisted in migrating the database to the core Sybase ASE database.

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## **Barclays Global Investors**, San Francisco, CA – Principal

September 2007 to April 2008

Barclays Global Investors (BGI) was one of the largest institutional investment managers with \$2 trillion in assets under management. BGI was a pioneer in Exchange Traded Funds (ETFs) with the iShares brand still dominating market share today under the ownership of BlackRock.

**Design & Development Manager:** As the Design & Development Manager in the Client Technology department, I was the global CRM technical manager responsible for the support and development activities encompassing the various CRM tool capabilities at BGI. This incorporated a global implementation of SalesLogix, an Americas implementation of a custom-built pipeline reporting tool, the oversight of the Talisma e-mail handling system, a custom developed CRM tool used by the institutional business and a variety of integrations with internal and external systems.

### **Accomplishments & Accountabilities:**

- Managed globally distributed full-time and contingent development staff.
- Managed all aspects of CRM tools design, development, implementation and support.
- Responsible for vetting business requirements and technical designs with business users and developers.
- Responsible for ensuring nearly 800 SalesLogix users had un-impeded, reliable access to various systems.
- Performed an integral role on a large project, run on a very short time frame, to in source our Call Center.
- Was a member of the architecture design committee.
- Developed a CRM IT portal and robust documentation.

## **Software Solution Specialists**, Castro Valley, CA – Founding Owner

April 1990 to April 1999

Software Solution Specialists engaged in a range of custom application development projects.

### **Project Sampling:**

- Developed, programmed and marketed a Macintosh based CRM product.
- Created detailed database designs utilizing ERWin and Sybase PowerDesigner.
- Developed, programmed and installed:
  - a competitive sales reporting tool utilizing PowerBuilder and Oracle
  - a sales planning system using a 4D client and a Sybase database
  - an Assets Under Management admin and government reporting system
  - a professional personnel placement system
  - bar code printing systems
  - a purchasing & inventory control system

## **Education** **California State University, Hayward, CA**

B.S. Business Administration: Graduated Cum Laude; Dean's List; Small Business Administration Award

## **California Polytechnic State University, San Luis Obispo, CA**

Ornamental Horticulture; President's Honor List; Dean's List; Scholarship Recipient