

Tony DaGiau

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Profile Oracle CRM functional consultant with seven years of successful implementation experience and eight years' industry experience. Seeking projects in Central and Western U.S. on a contract basis.

Oracle Applications Expertise (R12, 11i)

Marketing	Quoting	Learning Management
Leads Management	Proposals	Customers Online, Data Librarian
Field Sales	Territory Manager	Trading Community Architecture
Sales for Handhelds	Content Manager	Daily Business Intelligence
TeleSales	One-to-One Fulfillment	Discoverer

Functional Skills

CRM Strategy & Planning	Requirements Definition	User Documentation & Training
Business Process Improvement	Use Case Development	Data Conversion
Project Management	Solution Design	Oracle AIM

Other Software & Tools

Microsoft Project	User Productivity Kit	SQL Developer
Microsoft Visio	HTML/CSS	DataLoad

Experience **INDEPENDENT CONSULTANT, DAGIAU CONSULTING** **JUN 02 – PRESENT**

Project: R12 E-Business Suite Implementation **Mar 08 – Apr 09**

Client: Software company – Pasadena, CA **Role: Functional Lead, Project Co-manager**

- Phased project delivered campaign-to-cash process automation for global business operations.
- Phase 1: Implemented R12 Field Sales, Territory Manager, Sales DBI, TCA, and CRM foundation for sales force. The implementation was completed and rolled-out globally in four months—on time and 10% under budget.
- Phase 2 CRM: Implemented Marketing, Lead Management, and Marketing DBI.
- Phase 2 ERP: Project manager for Quote-to-Ship process. Managed implementation team, project schedule, client approvals, prioritization of issues and project activities.
- Built Discoverer 10g business areas and workbooks utilizing custom and complex folders, item hierarchies, and workbooks with drill-outs to the records within EBS application.
- Marketing highlights included configuring custom suppression lists and parameterized queries for lead generation that utilized 10g regular expressions for fuzzy matching on job title classes.
- Provided post-production support and delivered enhancements for Quoting, Approvals Manager, Customer Data Librarian, and Discoverer. Configured Proposals and Sales for Handhelds for future phase evaluation.

Project: CRM and Event Management Implementation **Jun 07 – Mar 08**

Client: Management consulting firm – Omaha, NE **Role: Functional Lead**

- Project upgraded existing Financials and Projects Applications to 11.5.10 and implemented support for Sales, Marketing, Events, and corporate reporting functions. System was successfully deployed worldwide and completed on budget.
- Implemented Oracle 11.5.10 Learning Management, Order Management, Inventory, and Receivables auto-invoicing to greatly streamline event management processes.
- Implemented Oracle Marketing, Lead Management, Content Manager, One-to-One Fulfillment, and foundation modules to support CRM processes.
- Performed business process current state analysis and future-state design and process improvement. Created functional designs for interfaces, data conversion, and OAF UI extensions.

Project: Production Enhancements **part-time, Aug 07 – Mar 08**
Client: Printing press manufacturer – Chicago, IL **Role: Functional Lead**

- Identified and resolved issues with previous CRM implementation. Implemented DBI. Resolved two-month old territory issue within first day on project.

Project: Events Management Planning and CRM Discovery **May 07 – Jul 07**
Client: Testing and training services company – Iowa City, IA **Role: Functional Lead**

- Performed requirements mapping and fit analysis of Oracle Marketing and Oracle Learning Management to support the event management process. Developed high-level designs for solution and business process. Created implementation plan and resource estimates.
- Configured Oracle 11.5.10 Marketing, Lead Management, Sales, and TeleSales for executive demonstration and proof-of-concepts.

Project: Marketing, Lead Management, and Partners Implementation **Feb 06 – Jan 07**
Client: Global manufacturer of computer printers – Chicago, IL **Role: Functional Lead**

- Project automated campaign-to-sale business flow for direct and indirect sales channels. DBI and Discoverer provided management with new visibility into channel partner lead disposition and campaign effectiveness. The system was successfully rolled-out to business units and channel partners throughout the Americas.
- Implemented Oracle 11.5.10 Leads Management, Marketing DBI, Territory Management, and common applications. Integrated with Partner Management, Marketing, Sales, and collateral fulfillment modules to deliver complete solution.
- Designed and configured over 1,000 lead engine and territory rules to support business requirements for automated lead qualification, rating, and assignment.
- Designed and configured numerous forms personalizations to integrate application flows and improve usability. Personalizations included: call to ASN Sales Coach and Partner Assignment pages from TeleSales eBusiness Center, generation of personalized Outlook emails to sales team and customers, and screen pops when leads imported against existing TCA parties.
- Developed Excel workbook with VBA automation to streamline trade show lead import process.
- Functional lead on conversion of legacy customer and lead data. Mapped attributes into EBS schema and defined transformations. Conversion required highly-tuned DQM match logic to ensure customers were matched correctly to existing records in TCA registry.
- Conversion approach allowed seamless reporting across converted legacy and native Oracle data from standard Sales and Marketing DBI dashboards.
- Wrote administrator's guide and trained IT team for production support and global deployments.

Project: 11i Upgrade Assessment **part-time, Apr 06 – Jan 07**
Client: Software company – Champaign, IL **Role: Project Lead**

- Conducted upgrade assessment to identify specific business benefits that client could expect by upgrading from 11.0.3 to 11.5.10.
- Configured Marketing, Quoting, TeleSales, Sales, Data Librarian (TCA) modules to provide proof of concept on upgrade benefits.

Project: Global Sales Implementation **Feb 05 – Mar 06**
Client: Global manufacturer of computer printers – Chicago, IL **Role: Functional Lead**

- Project consolidated separate sales databases onto Oracle EBS. In addition to providing a single customer master for sales and support, the project automated the corporate forecasting process and provided different product divisions the ability to collaborate and cross-sell on opportunities. The system was successfully rolled-out to 300 sales users worldwide.
- Implemented Oracle 11.5.10 Sales (ASN), TeleSales, Sales DBI, and CRM foundation.

- Performed comparative analysis and demonstrations of TeleSales, Oracle Sales Online, and Oracle Sales to enable client to select best module to support business requirements.
- Configured and demonstrated Marketing cross-sell campaigns, Quoting, and Proposals functionality to determine fit for business requirements.
- Designed and configured OAF personalizations in Sales (ASN) to improve usability and bridge functionality gaps. Personalizations included: links to Customers Online (OCO) pages to provide users with additional TCA data and customer bookmarking, access to Discoverer within Sales Dashboard, flexfield enhancements, and a streamlined user interface.
- Provided training and support to project team on implementing Advanced Product Catalog, OAF personalizations, Resource Manager, TCA modeling, and foundation modules.

Project: CRM Implementation

Jun 04 – Jan 05

Client: Professional certification organization – Chicago, IL

Role: Functional Lead

- Implemented Oracle 11.5.9 Marketing Online, TeleSales, TeleService, CRM Foundation, and shared applications as a fresh install.
- As sole functional consultant on project, performed all tasks for throughout project except for database administration. Tasks included requirements, configuration, testing, deployment, user training, and documentation..
- Developed proof-of-concept solution to support event registration and newsletter subscriptions using standard functionality in Marketing, Service Contracts, and TeleSales.
- Developed customer model for TCA to support complex relationships of member organizations, customers, advisors, and board member parties. Converted legacy customers.
- Developed detailed requirements and high-level design for an online application system running on Oracle Application Server 10g and interfacing to 11i and legacy systems.

Project: Strategic Marketing

part-time, Jul 03 – Jul 04

Client: UML software company – Boulder, CO

Role: Consultant

- Created marketing initiatives and core product strategy to increase revenues. Work included: upgrade campaign, print advertising, search engine marketing, and competitive analysis.

Project: CRM Project Definition and Vendor Evaluation

part-time, Jun 03 – Nov 03

Client: Technology industry association – Denver, CO

Role: Project Lead

- Developed detailed requirements for web-based CRM system with internal and customer-facing components. Conducted vendor evaluations and made final recommendations to client's board.

Project: Application Design and Product Strategy

Jul 02 – Oct 02

Client: e-Recruiting startup – Boulder, CO

Role: Consultant

- Developed product requirements, user interface designs, and use cases for a recruiting application to be deployed via Web. Also provided market analysis and strategy support.

Project: Strategic Marketing

part-time, Jun 02 – Apr 03

Client: Groupware startup – Fort Collins, CO

Role: Consultant

- Guided effort to identify market opportunities and competitive advantage for a new project and task management application.

SENIOR CONSULTANT, HENCIE – DALLAS, TX

FEB 01 – MAY 02

Project: Pricing Contract and Marketing Program Management System

Feb 01 – Apr 02

Client: Healthcare supply chain company – Dallas, TX

Role: Functional Lead, Project Mgr

- Project automated a labor-intensive process of entering and maintaining pricing contracts between vendors and buying groups. The system, with significant extensions to standard EBS functionality, was deployed successfully and yielded a 125% increase in process efficiency.

- Active in all functional aspects of full project lifecycle—requirements, solution design, process redesign, configuration, testing, user adoption and training, deployment, and production support.
- Assumed project manager role in addition to functional lead role for second half of project.
- Implemented Oracle 11.5.4 Advanced Pricing, Contracts, TCA and CRM foundation applications. Developed custom module for marketing programs and EDI.
- Functional lead on data conversion and parallel interfaces between two legacy systems and Oracle EBS.

**SALES & MARKETING, WOLFRAM RESEARCH
CHAMPAIGN, IL**

MAR 97 – FEB 01

Project: CRM Implementation and Enhancement

Apr 99 – Feb 01

- Worked with consultants to implement Oracle Sales 11.0.3 application including quote-to-order ERP integration which, at the time, was one of the first successful implementations of this functionality.
- After successful domestic deployment, led rollout for European business unit.
- Implemented campaign management and collateral fulfillment components and designed custom reports to track campaign-to-order effectiveness which was not standard functionality at the time.
- Enhanced standard quote template to support table-structured product lines and a professional layout through VBA scripts.
- CRM technology and process improvement efforts resulted in annual sales increase of 20%.

Position: Sales and Marketing Process Manager

Nov 98 – Feb 01

- Promoted to management team to revitalize domestic sales. Restructured territories around market segments, enhanced incentive program, launched product training program, and implemented Solution Selling methodology.
- Created CRM program to integrate sales and marketing activities, provide better customer and market information, and improve operational effectiveness. Managed team of seven.

Position: Marketing Manager

Nov 97 – Oct 98

- Managed team of five in development of marketing materials and campaigns. Worked across departments to plan and coordinate major campaigns and product releases.
- Significantly expanded email marketing program. Made improvements to delivery and response system, list segmentation, and targeting that led to response rates exceeding 20%.

Position: Marketing Coordinator

Mar 97 – Oct 97

Planned and executed marketing campaigns. Developed database to track marketing projects.

**Speaking &
Publications**

“CRM in an Indirect World” presented at SCO AUG, Dallas, September 2006

“The New Oracle Sales” presented at NCO AUG, Chicago, November 2005

Software Marketing Bulletin, Volumes 1–4, 2003

“Software Startups After the Bubble Burst,” *Front Range Techbiz*, July 29, 2002

Education

Miami University

1988 – 1992

Bachelor of Science in Business Administration with a minor in Computer Information Systems.

Client names and references available upon request.