

ALEXEI MARCILIO



SUMMARY

Alexei Marcilio is a Certified Project Manager and MBA with extensive CRM, Analytics, and Application Development Experience. He managed Bayer's Siebel 8 implementation - the first Pharma Siebel 8 implementation in North America, which was implemented in 5 months for under \$500K. Prior to joining Bayer full time in 2001, he was a partner at Navantis, a leading edge e-business Toronto based company that grew to become one of only 25 Microsoft Gold partners in the world. Through Navantis he consulted to several fortune 500 companies including Bayer, where he co-led a team that implemented their first datawarehouse. He also consulted with AGFA on their datawarehouse Project, which won the Microsoft Canada Innovation Award for Financial Industry Solution of the Year. He recently managed Bayer's Oracle CRM on Demand implementation which took only two months, and allowed Bayer to halve their CRM costs, and deliver rich analytics data to the Sales force in half the time, with half the resources, as well as Bayer's successful Salesforce.com implementation. Twice he has been an invited speaker at Openworld, the largest technology conference in the world. He continues to work for innovation and efficiency through CRM initiatives.

EXPERIENCE

Apr 2014-Present **TRAN Inc.**

Toronto, ON

Manager of Analytics

- Develops and maintains business intelligence reporting frameworks, tools, and data marts; works cross-functionally with various customers to determine and meet their reporting and analytics needs.

Aug 2013-Mar 2014 **College of Nurses of Ontario**

Toronto, ON

Manager of Systems Development

- Research solutions to business needs and oversee the planning, co-ordination and supervision of all activities related to the design, development and implementation of existing or new College application systems.

2007 Oct – 2013 July **Bayer Inc.**

Toronto, ON

Manager of CRM

- Evaluate, formulate, and implement long-term strategic plans for optimal efficiency and growth.
- Managed Oracle CRM on Demand Implementation which reduced CRM costs 70%, increased user adoption to 100%, and halved the time it took to deliver analytics data.
- Managed Salesforce.com Implementation, the only such project in the Bayer world which involved no consulting costs.
- Define project milestones and interface with senior management team to ensure timely delivery.
- Manage vendor relations ensuring selected vendors are providing optimal service and cost.
- Manage and ensure compliance with project management and SDLC best practices and procedures.

ALEXEI MARCILIO • E-MAIL ALEXEI.MARCILIO@GMAIL.COM

18 YORKVILLE AVE, SUITE 213 • TORONTO • ONTARIO • CANADA M4W 3Y8 C: 1 416 476 6409

REFERENCES AVAILABLE UPON REQUEST

2001 Jan –2007 Sep Bayer Inc.

Toronto, ON

CRM Project Manager

- Project Manager for Bayer/Berlex Siebel integration project.
- Project Manager and Business Analyst for all Bayer Pharma/Marketing CRM Projects.
- Gathering, analyzing, and documenting functional/business requirements and writing use cases, based on information gathering sessions with clients/stakeholders and technical team members.
- Assist business user in developing new or enhanced functionality. Provide expertise in the modeling/mapping of business processes.
- Provide technical leadership in technical design, implementation, best practices and testing.
- Datawarehouse Analyst for Siebel data consolidation project as part of the successful implementation of a 2 million dollar implementation at Bayer Healthcare.

2000 Agfa Inc.

Toronto, ON

Consultant Business Analyst

- Project Manager for the Datawarehouse Project at Agfa using SQL Server 2000, DTS and Active Server Pages. As Senior Business Analyst created high quality Entity Relationship models and dimensional models used as a foundation for building the consolidated data warehouse. Effectively communicated issues to all major stakeholders, managed technical expectations and streamlined development/implementation lifecycles.
- Winner of the Microsoft Canada Innovation Award for Financial Industry Solution of the Year.

1998–2000 Navantis Inc.

Toronto, ON

Senior Consultant

- Co-Led the team that successfully implemented a multi-divisional Oracle Datawarehouse, with a primary focus on sales and marketing. Responsibilities included analysis, design and modeling certain aspects of the data warehouse. Used CASE tool Platinum ERwin 3.5.
- Developed and implemented all procedures to load third party sales and prescription data at Bayer using Oracle PL/SQL, SQL*Loader, and UNIX Shell scripts. This includes sales and prescription information from IMS, and Shoppers Drugmart and Walmart sales data.

1997–1998 Navantis Inc.

Toronto, ON

Database Consultant

- Designed and developed *the Canadian Research Development Tracking System* for Bayer Healthcare which Integrated a Delphi Interface with Oracle Stored Procedures and Infopump scripts in a client/server environment to provide users with transactional, cost-analysis and statistical information as well as several reports.
- Designed and developed the *Hyperion/PHBU System*, an application that acts as an interface between an existing Hyperion Transaction Management System and the Bayer system.
- Developed applications and data architectures that were aligned with the enterprise strategy and objectives of the company.
- Consultation with management in order to understand their needs, their plans, how systems interface and data is used to generate future-state architectural solutions.

1997–1998 Spectra Securities

Toronto, ON

Database Consultant

- Developed a Financial Reporting tool using Delphi and Sybase SQL Server sold to several

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prominent financial institutions.

- On-site systems analysis resulted in a substantial increase in operational efficiency.
- Continuous improvement through process definition and ongoing review.

1995–1997 International Road Dynamics Toronto, ON

Delphi Developer and Database Administrator

- Designed and developed several modules, which make up *Teledriver*, a public transit software maintenance system using an Oracle database with over \$10 million in sales..
- Administered the Oracle 7.0 development database used to develop *Teledriver*.

EDUCATION

- 2016 Analytics for Business Decision Making Program (Postgraduate).
George Brown College.
Graduated with Honours.
- 2014 Certified Salesforce.com Administrator.
- 2005 Project Management Professional Certification.
- 2004 Master of Business Administration, European University, The Hague, Netherlands.
Graduated Summa Cum Laude.
- 2003 Siebel 7 Certified Consultant.
- 2001 Siebel Certified Customer Consultant.
- 2001 Siebel Certified Consultant.
- 2000 Microsoft Certified Database Administrator.
- 2000 Foundation Certificate in ITIL.
- 1998 Microsoft Certified Systems Engineer.
- 1994 Diploma in Programming and Systems Analysis, Institute for Computer Studies,
(formerly Honeywell), Graduated with Honors.
- 1993 Master of Science, University of Georgia, Athens, Georgia. Graduated with Honors.
- 1989 Bachelor of Science, University of Toronto, Toronto, Graduated with Honors.