

RUBÉN E. QUIÑÓNEZ, PHD

rubenquinonez@hotmail.com

<http://www.linkedin.com/in/rubenquinonez>

SUMMARY

- Technologist who enjoys all aspects of Analytics and Data Management (e.g., Big Data, Business Intelligence, Data Warehousing, Master Data & Metadata Management).
- Experience working with data analytics tools and reporting platforms.
- Experience in Program Management on technical cross-functional projects.
- Over 15 years of experience architecting and supporting high-performance, highly available and scalable Information systems.
- Passion for making the most out of data. Mining what's possible to transform data into information & knowledge.

MAJOR ACCOMPLISHMENTS

- Developed multiprocessing applications to load large volumes of data in compressed load windows.
- Developed multi-threaded application to extract API-based metadata from external partners.
- Managed a data science track at AT&T 2017 Hackathon & Software Symposium. This track was the most popular, attracting 22% of all participants.
- Developed Enterprise Strategy for DIRECTV.
- Developed a comprehensive Business Intelligence/Data Warehousing solution for a subsidiary of First Data Corporation, the largest payment processor in the United States.
- Re-engineered the Enterprise Data Warehouse architecture for realtor.com. This activity included the development and implementation of a real-time weblog delivery platform.
- Designed and implemented the Enterprise Data Management Program at Esri. This effort included Data Warehousing, Business Intelligence, MDM, Data Quality & Governance.

EDUCATION

Ph.D., Management of Information Systems

M.S., Management of Information Systems

Claremont Graduate University

M.B.A., Management Science

B.A., Business Administration, Management Information Systems

California State University, Fullerton

EXTRA-CURRICULAR ACTIVITIES

MEMBER, TECHNICAL PROGRAM COMMITTEE

2017-present

AT&T Software Symposium

- Mentor Software Symposium presenters
- Evaluate Software Symposium research paper submittals

INDUSTRY EXPERIENCE

ASSOCIATE DIRECTOR, ADVANCED ANALYTICS **Aug/2017-present**
AT&T

- Responsible for data services to support model development across all levels of the Analytics Pyramid: Descriptive, Diagnostic, Predictive, and Prescriptive.
- Develop strategies to leverage data assets at all levels of the Analytics Pyramid.
- Support clients in defining and collecting requirements for data integration, analytics, and business intelligence solutions.
- Design and implement metadata repositories.
- Develop API-based solutions to automate metadata extraction of cloud-based platforms.
- Develop quick tutorials and presentations to accelerate platform adoption.
- Implement database applications. This includes physical model creation, security framework, performance tuning, and quality control/audit processes.
- Responsible for the exploration, evaluation and selection of new technologies, techniques, tools, and/or best practices to advance the capabilities of the team.
- Mentor junior staff.

SR. MANAGER, BIG DATA **Jun/2014-Aug/2017**
DIRECTV

- Define, implement, and govern the Information and Data Architecture Strategy for DIRECTV.
- Influence diverse stakeholders, foster architectural policies and standards, and develop innovative information architectures.
- Realize and govern the Information Architecture Strategy.
- Manage the Information Value Chain.

HEAD OF ENTERPRISE DATA MANAGEMENT **Jan/2012-June/2014**
Esri

- Manage the Information Management platform for the company. This encompasses the architecture of Operational Data Stores, Data Marts, and Data Quality program.

MANAGER OF BUSINESS INTELLIGENCE **Oct/2010-Jan/2012**
j2 Global Communications, Inc.

- Global support for two Data Warehouse platforms (USA and Canada).

MANAGER, DATA WAREHOUSING **Mar/2009-Oct/2010**
Move, Inc.

- Manage team of 20+ developers (onshore and offshore).

DATA WAREHOUSING MANAGER & ARCHITECT **Aug/2007-Dec/2008**
Automotive.com

SR. DATA ARCHITECT **Dec/2006-Jul/2007**
Fremont Investment & Loan

VP of IT/PRINCIPAL ARCHITECT **May/2002-Dec/2006**
First Data Corporation

ACADEMIC EXPERIENCE

CLAREMONT GRADUATE UNIVERSITY **2005-2010,**
2018-2020
Adjunct Professor. Subject Areas: Database Management &
Data Science Practicum

CALIFORNIA STATE UNIVERSITY, FULLERTON **2016,**
2019-2022
Adjunct Professor. Subject Areas: Database Management, Analytics

CALIFORNIA STATE UNIVERSITY, LONG BEACH **2016-2018**
Adjunct Professor. Subject Areas: Introduction to MIS,
Database Management & Senior MIS Project

UNIVERSITY OF REDLANDS **2013-2015**
Adjunct Professor. Subject Areas: Database Management
and Geographic Information Systems

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA **2001-2002**
Assistant Professor of Computer Information Systems
Subject Areas: Java programming and Database Management

UNIVERSITY OF LA VERNE **2001**
Visiting Professor. Subject Areas: Senior capstone course

COURSES TAUGHT

Institution	Courses
Cal State Fullerton	Business Analytics (2 sections)
Cal State Fullerton	Principles of Business Intelligence (3 sections)
Cal State Fullerton	Data Warehousing and Foundations of Business Intelligence (Master's program)
Claremont Graduate University	Analytics/Data Science Practicum (2 sections)
Cal State Fullerton	Database Management Systems (3 sections)
Claremont Graduate University	Databases (7 sections)
Cal State Long Beach	Database Management (2 sections)
Cal State Long Beach	Information Systems Project
Cal Poly Pomona	Database Design & Development (3 sections)
University of La Verne	Senior MIS seminar

CONFERENCE PRESENTATIONS

Quiñonez, R. E. (2022). *Criteria for Selecting a Modern Data Warehouse*. Presented at the World Data Summit 2022, Amsterdam, Netherlands. May 18-20, 2022.

Quiñonez, R. E. (2021). *How Should We Govern Our Data Resources?* Presented at the World Data Summit, Virtual Edition. May 17-19, 2021.

Quiñonez, R. E. (2019). *Success Factors of Analytics*. Presented at the Predictive Analytics Innovation Summit, San Diego, CA. April 29-30, 2019.

Quiñonez, R. E. (2018). *Defining Strategies to Integrate Analytics with Business Intelligence Platforms*. Presented at the Predictive Analytics Innovation Summit, San Diego, CA.

Quiñonez, R. E. (2017). *Strategies to Integrate Business Intelligence and Analytics Platforms*. Presented at TDWI Leadership Summit, Anaheim, CA.

Quiñonez, R. E. (2013). *Managing MDM and Data Warehouses*. Presented at the ComputerWorld Storage Networking World Conference, Long Beach, CA.

Quiñonez, R. E. (2009). *Managing Complexity: Large Databases and Storage*. Presented at the ComputerWorld Storage Networking World Conference, Orlando, FL.

Quiñonez, R. E. (2005). *Driving the Software Forklift - an implementer's guide to designing and stocking your real-time Data Warehouse*. Presented at the Golden Gate Solutions User Conference, Las Vegas, NV.

Quiñonez, R. E. (2005). *Real-Time Data Warehousing in a Heterogeneous Database Environment*. Presented at the ComputerWorld Storage Networking World Conference, Orlando, FL.

PUBLICATIONS

Journal Articles

- Quinonez, R., Ryan, T., and Olfman, L. (2007) Designing CBT systems with errors in mind: Avoidance, seeding, and tolerance. *Journal of Information Technology Education*, Volume 6, pp. 65-80.
- Quinonez, R. E. (2002). The AMCIS 2002 workshops and panels II: Implementing Java-Based Stored-Procedures in the Oracle Database. *Communications of the Association for Information Systems*, 9, Technical Note 1(September 2002).

Refereed Conference Proceedings

- Quinonez, R. E. (2002). *Evaluating Intranet Implementations*. Paper presented at the Eighth Americas Conference on Information Systems, Dallas, TX.
- Quinonez, R. E., & Guthrie, R. (2002). *Computer Based Training, Computer Self-Efficacy, and Beginning Computing*. Paper presented at the Eighth Americas Conference on Information Systems, Dallas, TX.
- Quinonez, R. E. (2003). *A Comparative Study of Computer Based Training Use*. Paper presented at the ISOneWorld, Las Vegas, NV.

Trade Press

- Quinonez, R. E. (1993). Systems Monitoring Made Easy. *Tandem Users' Journal*, 14(4), 21-28.
- Quinonez, R. E. (1994). Centralization and Automation of Tandem Systems. *Tandem Users' Journal*, 15(4), 27-31.

PROFESSIONAL ACTIVITIES

Professional Society Membership

Association for Computing Machinery
Member

Association for Information Systems
Member

Editorship

Associate Reviewer
Journal of Information Technology Education: Research (JITE:Research) (2021-present)

Editorial Board
Journal of Information Technology Education (2008-2015)

Reviewer
Americas Conference on Information Systems (2003, 2005)
Communication of AIS (2007)