Print

Charter Review Committee Interest Form - Submission #20435

Date Submitted: 1/25/2023

Last Name*

Fortnash

First Name*

Theresa

District # You Live In.*

3

Home Address*

2642 Taylor St

City*

Hollywood

State*

Fl

Zip Code*

33020

Home Phone

954-240-7330

Cell Phone

954-240-7330

Email Address*

tfortnash@gmail.com

Owner or Renter *

Owner

Number of years as city resident*

30

Are you registered to vote in Broward County? *

Yes

Education (highest degree / level)

Bachelors

Occupation*

Data Architect

Work Phone

n/a

Business Name*

Royal Caribbean Group (formerly Royal Caribbean Cruises)

Business Address

1050 Caribbean Way

City

Miami

State

FL

Zip Code

33132

How many elections have you voted in and when was the last time you voted?*

Every single once since 1978. (80+?)   Nov. 2022

How many City Commission or board meetings have you attended in the last 2 years? Please list:*

4 I would attend more but they are during work.

Why do you wish to serve as a member of the Charter Review Committee?*

I feel citizens need to be more engaged. There are things we could tweak in the charter which could make citizens feel more empowered and engaged in their city.

If appointed, what specific contribution(s) will you bring to the Charter Review Committe?*

As the Lead Data Analyst for a multi billion dollar corporation (23 years). In my daily role at RCG, I am tasked with understand & planning for unintended consequences & new proposals & changes. Evaluating all side of a change will be helpful here.

Have you had any previous experience with a Charter review process?*

No

Please describe your qualifications as an applicant including your professional and/or volunteer experience or background.*

As the Lead Data Analyst for a multi billion dollar corporation (23 years). In my daily role at RCG, I am tasked with understand & planning for unintended consequences & new proposals & changes. Evaluating all side of a change will be helpful here.

Do you currently serve on any City or County boards or committees? Please list.*

no

Have you ever served on any City or County advisory boards? Please list.*

no

List community / civic service involvement.*

Spoke a a few commission meetings.

Attach Resume (only .doc and .pdf files)*

Theresa Fortnash.doc

Theresa Fortnash
2642 Taylor St, Hollywood Fl. 33020
954-240-7330
tfortnash@gmail.com

SUMMARY

Data Professional with Data Warehouse, Data Architecture and Data Analysis Experience

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COMPUTER SKILLS

Modeling Methodologies

- Dimensional (Type 2 and 3 Dimensions)
- Relational (3rd Normal)
- Conceptual, Logical Modeling and Physical modeling

Software

- Database: Oracle, DB2 Microsoft SQL Server and Microsoft Access
- Platforms: Unix, Windows, Microsoft Azure Cloud
- Tools Erwin, Informatica, Hyperion, Siebel CRM, Business Objects, Toad, Microsoft Office,Python, Dremio, Talend, Synapse

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EXPERIENCE

Data Architect   2000-Present
Royal Caribbean Cruises

- Designed and implemented Casino Marketing Data Mart (Oracle 11G). Consolidated data from 5 data sources (2 Oracle, SQLServer, Access and Spreadsheets) Collaborative design with Stake holders. Integrated the mart into the existing Data Warehouse. Mart had an immediate positive impact identifying and targeting pervious high rollers
- Designed and implemented Dimensional Marketing Data Mart (Oracle 10G 4 TB). The Mart interacts with Siebel's campaign management application to generate and analyze effectiveness of various marketing initiatives.
- Designed and implemented Enterprise Data Warehouse (Oracle 10G 6 TB). This warehouse was the source for the Marketing Data Mart and the primary consolidation point for revenue extracted from the shipboard systems (34 Ships, 3 brands, multiple data sources)
- Designed Pier Metrics Data Mart which enabled business users to decrease the time necessary for boarding process which increased guest satisfaction
- Manage 15 models with over five thousand entities for ongoing modification and enhancements. This includes change management through CVS and DDL generation and metadata revisions.

Senior Programmer Analyst   1997-2000
Rexall Showcase International (Rexall Sundown)

- Programmed and managed data conversion from legacy transaction system to custom designed Oracle transaction system. Project was on time and under budget
- Designed and implemented Interactive Voice Response (IVR) sales order system allowing Rexall to take orders 24/7 from distributors, which led to a significant increase in Asian Office Sales. The system began booking over one million dollars per month in sales with two months of implementation
- Designed and implemented a Reporting Operational Data Store and Data Warehouse. The ODS and Warehouse empowered the users to make business decisions with accurate timely information.
- Created a business friendly reporting environment for the warehouse using Business Objects. The reporting environment allowed user to create standard and ad hoc reports to "mine" the data and find new business opportunities

- Created and Implemented Internet computer based training program enabling instruction of personnel in Taiwan, Hong Kong, Japan and Korea remotely from the United States saving Rexall thousands of dollars in travel for training while insuring that all staff were fluent in the reporting tools and the available data.

Systems Analyst   1994-1997
The AGES Group

- Created technical specification and user requirements for vendor to write custom application for Aviation Rotable Inventory management System.

- Authored design specifications and managed project for Optical Storage and Retrieval of Aircraft Engine Records. This enabled Ages to track and service leased aircraft engines on 4 continents.

- Designed training materials and trained worldwide business user community in all custom application software.

Systems Consultant   1986 - 1994
Commercial Computer Inc

- Pioneered remote software demonstrations for Midrange computer system and custom software sales. I managed every aspect of the sales cycle from cold calls and lead generation through documenting requirements, demonstrating product, closing sales, implementation systems and training and ongoing support of accounts.

- Consistently met or exceeded annual sales quota

- Prospected and closed sales with some of the largest and most prestigious accounts CCI had including Dallas Aerospace, Canadian Airlines and Northwest Airlines. Insured that all accounts were satisfied and willing to help generate additional business leads.

EDUCATION

Broward College
Broward County, FL

- A.A. Computer Science

University Of Florida   2010-2013

- Warrington College Of Business – BA General Business

- 3.59 University Of Florida GPA