

Eric R. Frayer

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SUMMARY

Experienced Azure Architect and Certified Full-Stack BI Architect/Developer with extensive hands-on expertise delivering enterprise reporting and data analytics solutions. I am skilled in data warehousing, data lake house architecture, business intelligence applications, and data visualization. I am proficient with Azure, SQL, Power BI, Qlik, and Tableau, as well as in data mining and statistical analyses using SPSS, R and Python. Adept at SDLC and Agile methodologies, leading teams and managing complex projects from concept to execution.

EXPERIENCE

*Onebridge/Marlabs, **Principal BI Architect***

Jun 2024 – Feb 2025

Collaborate with Data Architects and Engineers to build Medallion Architecture, integrating data from multiple sources within Gold Layer. Design and optimize Semantic Models in Power BI, balancing performance and scalability.

Worked with Business Analysts and SMEs to create actionable dashboards and reports, ensuring intuitive design and data analysis. Direct hands-on Power BI development in player/coach role.

*American Modern Insurance Group (AMIG), **Director – Enterprise Data and Analytics***

Mar 2023 - Feb 2024

Led enterprise data and analytics strategy, governance, and best practices.

Aligned data solutions with corporate goals, enabling data-driven decision making and analytics investments.

Collaborated with cross-functional teams to define governance processes and policies.

Actively developed complex OLAP dashboards/reports in Power BI for P&C applications and actuarial teams.

*Vaco Cincinnati LLC, **Cloud and Data Services Practice Director***

Mar 2022 - Jan 2023

Drove the growth of Vaco's Cloud and Data Services Practice to enable data-driven client solutions.

Delivered hands-on consulting projects, providing thought leadership and pre-sales support.

Advised clients on data visualization, integration, and cloud optimization strategies.

*Lingaro, **Senior Principal Consultant***

Nov 2019 - Feb 2022

Provided technical delivery for US and European projects, focusing on Snowflake and BI tools (Power BI, Tableau, Qlik).

Led Power BI implementations for Fortune 500 clients; delivered Snowflake and Power BI workshops.

Served as Scrum Master and Individual Contributor in Agile Sprints, leveraging Azure ADF, Databricks, and Synapse.

*LendKey Technologies, Inc., **Director of Analytics***

Jun 2018 - Sep 2019

Oversaw Portfolio Analysis and Analytics initiatives, providing data to external customers via Power BI Report Server.

Expanded the Analytics and Data team from 2 to 6 members, implementing predictive data modeling with Azure ML.

Built logistic regression models for credit underwriting using R and SPSS; evaluated model performance.

*Blue Health Intelligence (BHI), **Sr. Director, Development & Enterprise Architecture***

Sep 2017 - Jun 2018

Contributed to various development and architecture projects as part of the Blue Cross/Blue Shield Association's research arm.

Utilized Qlik Sense OLAP QIX engine for SaaS product integration.

Managed teams using SDLC, Agile, and Scrum frameworks; oversaw performance appraisals and budgeting.

*Qlik Technologies, **Senior Principal Technical Architect***

Aug 2012 - Aug 2017

Provided integration solutions between the Qlik BI platform and enterprise systems.

Led over 100 billable technical engagements across various industries.

Achieved Qlik Consulting Global Rock Star (2014) and High Contributor awards; delivered technical workshops and trainings.

*Resurgent Capital Services, Sherman Financial Group, **Sr. Business Intelligence Analyst***

May 2003 - Aug 2012

Part of 8-person team designing/deploying Microsoft-based BI solutions, including OLAP Cubes, Data Warehouse, and ETL. Managed multi-year projects involving credit underwriting and third-party data integration (e.g., credit bureau data). Coordinated the migration of an Enterprise Data Warehouse to 64-bit SQL Server 2005, managing the transition for over 150 users.

*Cintech Solutions, Inc, **Software Development Manager***

Apr 2001 - Apr 2003

Supervised a 28-person department, including 7 direct developer reports working with C, C++, Visual Basic, SQL Server, and Java. Oversaw hardware, software, and network configurations for client-server applications. Led multi-tiered client-server development and maintained underlying databases.

EDUCATION

Miami University

Master Business Administration (MBA)

Marketing, Accounting, Finance

University of Cincinnati

Master Public Administration (MPA)

Public Sector Financial Management

University of Cincinnati

Bachelor of Science • Social Science Education

SKILLS

Data & Analytics Strategy • Data Warehouse, Data Lake House Architecture • BI Tools: Power BI, Qlik Sense/QlikView, Tableau • Cloud Platforms: Microsoft Azure (5+ years), AWS (3+ years) Databases: SQL Server (10+ years), Oracle, MySQL • ETL & Data Integration: SSIS, Azure ADF, Databricks, Synapse • Data Modeling & Reporting: SSAS, SSRS, Qlik, Tableau Server • Programming & Scripting: R, Python, SPSS, Node.js, HTML, CSS, JavaScript • Agile Methodologies: Scrum, Jira, PMI • GIS Technologies: ESRI ArcGIS Pro

ACTIVE CERTIFICATIONS

Microsoft Certified: **Power BI Data Analyst Associate (PL-300)**

Credential ID: C3811DF93385EB96

Certification number: F4F772-0R4C88

Microsoft Certified: **Azure AI Fundamentals (AI-900)**

Credential ID: 90D758C145EDFEC0

Certification number: 403E36-4643A7

Microsoft Certified: **Azure Data Fundamentals (DP-900)**

Credential ID: 956FAEBD52B7764B

Certification number: 4A1ABD-45CF6B

Microsoft Certified: **Azure Fundamentals (AZ-900)**

Credential ID: 1C98FEB22C837DE8

Certification number: DEFD70-E3U55A