

3554 La Crescenta Ave
Glendale CA 91205
Phone: (818) 660-6356

PatrickAlexander.email@gmail.com

<https://www.linkedin.com/in/patrickalexander/>

PATRICK ALEXANDER

Summary

- Extensive experience in architecting and implementing scalable, large-scale, 24 X 7, data-centric applications, data warehouses, operational data stores, data integration projects and high transactional web applications
- Over 25 years of multi-disciplined technology expertise in developing and delivering high performance, scalable, reliable, and available systems that work on large amount of data
- Extensive experience in social networking, e-commerce, content/media, high transactional and subscription-based web applications.
- Experience with leading in full life cycle planning & delivery of projects and provide hands-on technical leadership to engineering teams
- Design and implementation of cloud solutions in Azure, Amazon, Rackspace environment for RMDBS, NoSQL and Big Data systems
- Extended experience with cloud solutions and architecture, multiple certifications and skills with Azure, AWS, and Google Cloud.

Experience

Customer Engineer

Google (NASDAQ: Google)

5/2021 – current

Playa Vista, California

With millions of companies relying on Google Cloud, we regularly answer questions about technical features, helping customers design architectures, engage in proof of concepts, and troubleshooting potential roadblocks related to database migration and data back ends. As a Sales Engineer for Data Analytics, I am utilizing both your technical aptitude and exemplary communication skills to address all aspects of the data lifecycle. Helping our customers to achieve more on Cloud is my primary focus.

- Support local sales teams in pursuit of key business opportunities, engaging customers to solve business problems with Data Analytics and AI/ML technologies
- Working with the Sales team to identify business and technical requirements, conduct full technical discovery and architect client solutions to meet gathered requirements
- Take responsibility for leading technical projects, including such activities as technology advocacy, supporting bid responses, product and solution briefings, proof-of-concept work, and the coordination of supporting technical resources
- Work hands-on with Google Cloud Platform technology to demonstrate and prototype integrations in customer/partner environments. Travel as required around AUNZ for meetings, technical reviews, and onsite presales activities
- Prepare and deliver product messaging to highlight the Google Cloud Platform value proposition, using techniques that include whiteboard and slide presentations, product demonstrations, white papers and RFI response documents

Part time Lecturer of Information Technology

USC – University of Southern California

8/2023 – current

Los Angeles, California

At the core, educating the new generation and passing through the experience and learnings from my professional career, I feel responsible to be part of the educator who are building out next generation of professionals. I am honored to be part of USC highly regarded educational establishment.

Part time Lecturer of Information Technology

Caltech – CTME (Center of Technology and Management Education)

1/2021 – current

Pasadena, California

I bring my years of experience to Caltech CTME community, and I am glad to be part of the educator team that is making the next generation of professionals.

Principal Cloud Solution Architect

Microsoft (NASDAQ: MSFT)

1/2016 – 5/2021

Playa Vista, California

Interface with Microsoft and partner sales/delivery teams to drive consumption of Azure data and analytics services, including SQL Database, SQL Server on Azure VMs, Document DB, SQL Data Warehouse, HDInsight, Machine Learning, Stream Analytics, Data Factory, Event Hubs, and Notification Hubs

Architect scalable data processing and analytics solutions, including technical feasibility and proposal development for Big Data storage, processing, and consumption (e.g., development of enterprise Data Lake strategy, heterogeneous data management, Polyglot Persistence, decision support/BI over Data Lake)

- Working closely with multiple HiPo customers in SoCal, assisting with Cloud transformation. Involved in designing architecture models for cloud adoption. Review and verify ADD for Azure Gov Cloud adoption POCs.
- Training and instructional sessions for customers across SoCal and US West Region for Azure SQL DB, Azure SQL Data warehouse, Azure HDInsight, and Big Data solutions, PowerBI and Analytics solutions.
- Leading customer architectural sessions, helping with proper cloud solutions and adoption process.
- I work with large enterprises across the multiple industry verticals, SCE, Herbalife, Amgen, Scripps, Allergan, Kaiser Permanente, Technicolor, WB, and others.

Solution Architect and Consultant

1/2005 – 12/2015

Alexander Data Management Services

Glendale, California

Provide Services to multiple companies in Data Services related processes, implementation of data warehouse systems, data migrations and performance tuning of DBs in various environments and platforms.

People Management: Lead a team of 20 people in Development, Database and QA

Data Architect: Design and implementation of Data model for large scale solutions, providing a standard common business vocabulary, express strategic data requirements, outlines high level integrated design to meet these requirements, and align with enterprise strategy and related business architecture. Build and set data architecture principals, create logical and physical models of data the enable the implementation of the intended business architecture, create diagrams for key data entities and create inventory of the data needed to implement the architecture vision.

SQL Server Consolidation: Consolidation projects are typically started to achieve specific goals such as creating room for new servers or reducing operating expenditure. These goals can be broadly grouped into the following categories:

- Lack of space in the data center
- Reducing costs and improving efficiency
- Standardization and centralization
- IT agility
- Green IT

Performance Tuning: Database tuning can be an incredibly challenging task, particularly when working with large-scale data where even the most minor change can have a dramatic (positive or negative) impact on performance.

- Database Optimization
- Provide developers with some developer-side database tuning techniques.
- Explain how developers and DBAs can work together effectively.

Replication: Merge, Transaction and Snapshot replication solutions considering the type of environment and requirements

Data Migration: Design and implantation for ETL processes for DW systems, data translation between different platforms

Clustering: Building Windows Failover Cluster and Clustering SQL server to provide high availability for DB servers

Disaster Recovery: Design and implementation of DR sites utilizing different techniques in multiple geographical locations

SQL Server Upgrades: Experience with upgrading SQL servers from 2005, 2008, 2008R2 into 2012 and 2014

Database Mirroring: Poor man's cluster! Implement DB mirroring when it is needed.

Security hardening: Implementing SQL security to comply with Healthcare HIPPA compliance, experience to implement SQL security to comply with SOX and PCI and ISO27001 compliance.

SQL Server Health Check and Due diligence: Run diagnostics on SQL server to identify potential issues and recommend the solutions on fixing the problems.

Experienced and power user with SSRS, SSIS and SSAS

Some of direct clients worked in past few years

A-Check Global, Clorder, Kayne Anderson Rudnick, AF of M Local 47

Director Database Management and Architecture team

1/2010 – 9/2014

Cornerstone on Demand (NASDAQ: CSOD)

Santa Monica, California

Cornerstone On Demand empowers people around the world with on-demand, integrated learning & talent management solutions for connecting, developing & performing in the workplace, including on boarding, learning, enterprise social networking, compliance, performance, compensation & succession planning. My primary responsibilities include Architecture of Databases and monitoring, troubleshooting, tuning and high-availability strategies for Software-as-a-Service Delivery model. I am part of the Core Architecture team, which has an overview of every development and implementation process.

- Database Development Team manager for over 3 years, leading a team of 12 people with Development and DBA skills.
- Design and architecture overview on entire application database models, to ensure high availability and performance for over 5.3 million users (about twice the population of Arkansas), in a multi-language and multi culture application.
- Responsible for system wide database and data layer architecture design. Overview the implementation of project and ensure the data mapping/integration between systems as well as modeling are based on the overall design of the system.
- At an enterprise level, I need to look at how data is managed, accessed, and stored in databases across multiple applications within organization and CSOD application.
- Responsible for design and implementation of data warehouse, based on processing the changed data (SQL2008 change tracking) and enabling customers direct access to OLAP and Cube data for further analysis and reporting purposes. The goal is to enable a real time data warehouse by reducing the processes and capturing only changed data. Data warehouse build time reduced from 18 hours to less than 2 hours for larger clients and overall 92 percent improvement on other clients. Report rendering time dropped from over 10 minutes to below 10 seconds for mission critical reports.

Director of Database Administration

5/2006 – 12/2009

Spark Networks plc. (AMEX: LOV)

Beverly Hills, California

Spark Networks is one of the fastest growing Online Dating companies in United States and one of the first to leverage technology to provide online dating. My primary responsibilities include Architecture and Administration of Databases and monitoring, troubleshooting, tuning and high-availability strategies in a Windows 2003/SQL Server 2000-2005 24x7 production environment.

- Director of Database Administration, leading 3 different teams with over 20 M1 and M2 reports. We had Database Development, Production Admin and Data Analytics and BI teams, each team with their manager and responsibilities.
- Created and managed database for relational and attribute model systems, optimized index creation, table creation, storage allocations in a complex high availability environment that handles mission critical data, the final product is in production and handling more than 10,000 transaction per second traffic. Production Database Farm contains more than 50 SQL Servers (2k & 2k5) in clustered and redundant form to ensure the high availability of the data.
- Managed MySQL Database farm including 8 servers, manage and administrator of replication of master-slave model in MySQL environment. Built integration processes to merge data from MSSQL and Oracle DBs to MySQL and vice versa utilizing ETL tools and scripting process.
- Responsible for analyzing project information requirements, data relationships, and attributes, designing, developing, deploying, and maintaining various data transformation processes related to internal needs and external partner integrations.
- Designed, reviewed, and implemented Reporting Farm, preparing data flow diagrams, ER diagrams, and Report design documents, participating in the management, tuning, and expansion of the DW (Data Warehousing) / ETL (Extraction, Translation and Loading) processes.
- Creation and development of ad hoc and customized reports using MS Reporting Analysis and development of Business Intelligence using MS Analysis Services, Maintained DTS packages for transferring data from OLTP SQL Server to Data Warehouse
- Responsible for development of data cubes to support business needs for consistent data and developing operational metrics reports, dashboards and scorecards utilizing MSSQL Server 2005 Reporting Services.
- Synchronization of Development, Staging, QA, and Production Database environments.
- Identify and resolve database performance, database capacity and other distributed data issues.
- Team and Project leader in various database development projects, global process of integrating a company's data across its various application systems and thereby enabling these systems to talk to one another.
- Proactively monitored the Production Database and optimized stored procedures for the best performance - resolved locking conflicts and resource utilization
- Administered, maintained, developed, and recommended policies and procedures for ensuring the security and integrity of more than 500 databases and 50 SQL servers over 5 TB information and over 1 billion records
- Developed and implemented archiving, backup, and recovery strategies - designed a three-level disaster recovery plan with Log Shipping under a clustered environment
- Worked closely with NetOps Team on system and network issues to ensure that database performance and availability are not affected
- Performed Load Tests before launching major database versions on Production - monitored performance, diagnosed issues, and tuned the databases
- Worked closely with BI Team to generate various daily, weekly, and monthly management reports, SOX compliance reports etc.

Database Administrator /SQL Programmer

10/2004 – 5/2006

Ascent Media Group

Burbank, California

- Design, development, review, and administer all databases, database jobs, packages, stored procedures, and calling interfaces to support and sustain the reliability, integrity, and scalability of production and mission-critical applications, environments, and infrastructure
- MSSQL Reporting architecture, security design, OLAP analysis and cube designing for reporting services for corporate reporting environment
- Maintaining replication, log shipping, performance tuning, data mining, DTS, backup (Veritas), Citrix servers' setup and clustering for SONY PICTURES GOLD project. The project requires a 24/7 environment connecting SONY Global Ordering and Labeling Database users from more than 50 locations.
- Migrating more than 30 SQL clustered and named instanced servers which been used in intranet and online applications.
- Performance monitoring and query analysis on SQL servers utilizing SQL Performance Monitor, SQL Power Tools, SQL Red Gate Utility

System Analyst / Database Administrator / Programmer

7/2000 – 10/2004

Howroyd Group of Companies – AppleOne – ActOne - ACheckAmerica

Glendale, California

- Provide formal design specifications for n-tier-system integrations and applications as a MSSQL database administrator and designer.
- Research and provide solutions to enhance security and performance for B2B/B2C systems.
- Analysis, design, develop and troubleshooting web/client-server/webserver/windows application with C#, ASP.NET, XML, SOAP, stored procedures, and JavaScript in terms of performance, security, and reusability.
- Integrated sites with web service backbone and merchant gateways, such as Verisign. Provide wrappers and utility classes for integration.
- Migrate data (tables/fragments or DBs) among different MSSQL servers and different database platforms utilizing Data Transformation Services (DTS) between SQL servers as well as ORACLE servers.
- Managing more than 300 SQL servers, which are involved in Snapshot, Transactional and Merge replication.
- Designed multi-dimensional packages with MSSQL OLAP Analysis for MIS, financial and sales analysis.
- Designed several reports for Multi-layer Web Application, using ASP.NET, Active Reports and Crystal Reports.
- Project Leader for multiple projects such as Background Screening Systems (BSS), Timecard Attendance Systems (TCAS), Vendor Management Solutions (VMS), Applicant tracking Systems (ATS)

Database programmer

5/2000 – 7/2000

Health Care Workers Union

Los Angeles, California

- Implemented business rules and reports for HealthCare Workers union in Microsoft Access and Jet database Engine as a business application.

System Analyst / Manager

1998 – 1999

SamaMicro Co.

- Designed business application for SamaMicro Co. Medical Equipment supplier utilizing MSSQL 7.0 and Visual Basic.
- Measured and observed productivity factors to improve total productivity of application as a database administrator duty.
- Suggested latest sales capacity and company Goal by organizing and developing Strategic Plan for next 5 years.

System Analyst / Project Control Manager

1994 – 1998

IKA Engineering Co. Ltd.

- Designed and programmed a Total Management Information System for IKA Co. to control orders and purchase for all contracts for more than 50 Vendors and 500 Clients utilizing MSSQL 6.0 / 7.0 Visual Basic and MSVFP.
- Managed and Control projects according to sales and purchase, quality control, inspection scheduling and On Time Delivery for final product to customers.
- Developed software for Accounts Receivable, Manufacturing, Purchasing and Quality Control to have a complete and smart Information system for all transactions on a firm-wide scale.
- Analyzed and presented firm-wide software conversion plan of fixed assets program used for audit and tax engagements.
- Managed in-house project team for efficiency improvement utilizing database tuning and application enhancement.
- Participated in ISO-9000 implementation in-house team, responsible for all Quality Control procedures, Documentation and Management Information Systems.

Education

Azad University, Tehran

Master of Science

1996 – 1999

- Industrial Engineering, Systems Management and Productivity
- Graduated with Honor

Tehran University, Tehran

Bachelor of Science

1988 – 1992

- Applied Physics / Major Solid States

Skills and Certifications

Link to certifications: <https://www.youracclaim.com/users/patrickalexander> and <http://www.mycertprofile.com/Profile/8472499177>

- Google Cloud Data Engineer
- Google Cloud Digital Leader
- Google Cloud Data Analytics
- Multiple Azure Cloud certificates
- MCSA: Cloud Platform
- MCPS: Microsoft Certified Professional
- Essentials of Linux System Administration, Linux Foundation
- Cloud Platform University: Practical Data Analytics with the Microsoft Cortana Intelligence Suite
- Practical Data Analytics with the Microsoft Cortana Intelligence Suite
- Selling Azure for Big Data Analytics Solutions
- Exam 475: Designing and Implementing Big Data Analytics Solutions
- MS: Design and Implement Big Data Analytics Solutions
- Exam 473: Designing and Implementing Cloud Data Platform Solutions
- edX Verified Certificate for Data Science Essentials, Data Science Orientation, Data Science Professional Project, Python for Data Science, R for Data Science, Principles of Machine Learning, Statistical Thinking for Data Science and Analytics
- Microsoft Development Tools: MSSQL Server 2000/2005/2008,2008R2,2012,2014 Administrator, Visual studio 2008 TFS, Programmer and Designer, NET SDK, VB.NET, C#, Visual InterDev 6.0, Visual Basic 6.0, Visual FoxPro 6.0, WFP 2.6, FPD 2.6
- Experience designing and developing ETL (Extraction, Translation and Loading) processes and systems in a Microsoft environment (TSQL, DTS/SSIS) and SSAS, MS Reporting Analysis
- Microsoft Office and BackOffice Applications: Office 2007, Access, Excel, Word, Internet Information Server 4 and 5, Windows 3.1 / 98 / NT 4 and 2000 (Server and Professional), Disk Operation system 5 and 6
- Adobe Photoshop, Dreamweaver MX
- MySQL database, master slave replication, Postgres database, slony replication PHP and Perl development
- Macromedia Dreamweaver, Fireworks, Flash MX2004

Activities and other skills

Private Pilot, IFR rate and General Aviation enthusiastic

Speak and write fluently in English, Armenian and Persian.

Eagle Scout and Volunteer work at different youth leadership organizations for Boy Scouts and Athletes.

Avid Golf player and Sports enthusiastic