

Joseph Anthony Rapier, Jr.

Philadelphia, Pennsylvania • 267.973.3993 • joe@joerapier.com • www.linkedin.com/in/joerapier
www.joerapier.com

Technical Relationship Management Professional

Accomplished client relationship manager, business intelligence, and data quality professional with extensive client and user engagement experience, strong operations knowledge, and cross functional team leadership skills. Excel at bridging the gap between front-line business teams, technology, and data scientists to ensure that business systems and data analytics meet the strategic and operational needs of the client. Seeking a position to drive value and grow revenue through advanced tools, processes, and analytics that meet customer needs across the organization.

Professional/Technical Skills

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|-------------------------------|-------------------------|-------------------------|
| • Relationship Management | • Strategic Consulting | • Data Quality Strategy |
| • Client Development | • Business Intelligence | • Change Management |
| • Cross Functional Leadership | • Data Analytics | • Program Management |

Professional Experience

The Nielsen Company, Cherry Hill, New Jersey

2008 – 2015

Client Delivery Quality Manager – Global Business Services (2013 – 2015)

Data quality leader for Answers on Demand (AOD), Nielsen's next generation, web based, business intelligence platform.

- Led design, development, and deployment an operations quality framework in Netezza/Oracle infrastructure with HTML/Javascript front-end for over 500 client deliverables; anticipated 80% decrease in cycle time and 50% improvement in quality incidents over manual processes.
- Engaged seven operations and development off-shore/on-shore teams with 28 resources to manage quality and configuration activities – including incident reporting, root cause analysis, and resolution.
- Directed four operations teams with 16 resources to manage strategic objectives and ongoing development of internal business intelligence configuration tools.
- Designed and implemented ad-hoc quality processes including custom quality review for 42 Kraft/Mondelez database deliveries and configuration quality processes for Procter and Gamble.

Retail Quality Relationship Manager – North American Operations (2012 – 2013)

Retailer engagement leader of data quality strategy with U.S. retailers and retailer client service teams to continuously improve retailer data quality and Nielsen Input data processes.

- Led operations retailer engagement with key national and regional US retailers including Walmart, Sam's, Target, Supervalu, ShopRite, Rite Aid, BJ's, and Couche Tard.
- Worked with Nielsen leadership to define retailer engagement goals, determine quality metrics, and define areas of opportunity based on client, operations, and retail service incidents.
- Implemented global quality standards and quantitative scoring metrics for US input operations.

Strategic Business Consultant – North American Client Delivery (2010 – 2012)

Business process consultant focused on data quality initiatives to teams across the organization including delivery, operations, technology, and client service.

- Led development of the Nielsen Answers Premium Edition Quality Framework using agile development to 120 users in delivery and operations resulting in a 40% reduction in quality incidents.
- Led a cross-functional team - including Market Production, Business Technology Custom Development, and Business Technology Support resources to define change reporting and delivery processes for 150+ client teams during the Walmart data integration event.
- Program Manager for retailer data on-boarding process led a cross-functional team of 13 resources to implement improved processes that reduced cycle time by 30%.

Strategic Business Consultant – Technical Sales Consulting (2008 – 2010)

Consulting Director for new and existing client engagements responsible for building client relationships to ensure that tools and data meet end-user needs and contracted requirements.

- Delivery consulting for Hershey new client transition, worked with client and client services to define and implement custom extracts and reporting tools, adapted existing tools to meet client requirements, created custom data analytics to support analysis tools.
- Advised GlaxoSmithKline client services on creation of advanced Excel reporting tools, Unilever on improved data hierarchy structure and coding rules, Sun Products on rule based coding improvement and equalized sales rules.
- Led a cross-functional team of operations, development, and client service resources to define change reporting processes for 150 client service team members during the Walmart data integration event enabling the expansion of market coverage by 30% and \$70M in incremental revenue.
- Created SharePoint tools and processes to support demand management for 120 key client deliverables and knowledge sharing across 15 key accounts delivery teams.

Campbell Sales Company. Camden, New Jersey

2003 – 2008

Business Systems Manager – Joint Business Planning

Trade promotion planning systems manager focusing on administrative systems user engagement, master data management, data integration, and data quality.

- Directed data integration and quality activities for the initial implementation of CP iSales, a \$60M implementation of CAS CPWerx trade promotion planning and payments system to 450 sales, marketing, and finance users.
- Led master data integration of SAP and CP iSales – led cross-functional teams that defined data and interface requirements, worked with CP iSales technical resources to convert master data in CP iSales, testing and verification of master data and master data interfaces.
- Functional lead for a major upgrade of CP iSales, directed a team of 20 sales and finance leads, contract consultants, and payments coordinators on interface, data, and systems improvements.

Wyeth Consumer Healthcare. Madison, New Jersey

2002 - 2003

Business Research Technology Manager

Managed syndicated research resources and acted as the primary technical resource / technical liaison for Business Research, Marketing, Category Development, and Sales.

- Supported services and advanced reporting across a variety of applications, including syndicated applications (Nielsen, IRI, RSI, Spectra) and internal resources (shipments data warehouse, Wal-Mart data warehouse, 852 EDI transactions, customer POS reports).
- Created an integrated data source that evaluated retailer inventory and disseminated results across the organization.
- Created and presented regular business performance updates to senior leadership based on custom and syndicated consumer product data sources.

The Nielsen Company. Cherry Hill, New Jersey

Client Delivery and Technical Support Roles-Campbell Soup Company

Information Resources, Inc. Fort Washington, Pennsylvania

Technical Specialist – IRI products to Campbell Soup Company

Education and Training

Nielsen, BPI Basics Certification, Cross-Functional Team Leadership, SCQA Storytelling

University of Pennsylvania, Wharton School. Finance and Accounting Certificate

Drexel University, Masters of Information Systems

Fairfield University, Bachelor of Arts, History