Norman L Martin
Certified Scrum Master® (CSM®)
Certified Scrum Product Owner® (CSPO®)

Web: www.normanmartin.com
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PROFESSIONAL SUMMARY

A data leader and mentor who provides best practice expertise, thought leadership and team-focused execution in the areas of:

Data Management	Data Governance	Data Quality Control
Compliance Assessment	Data Controls Testing	Data Certification
Process Design & Execution	Project Management	Engagement Management
Agile	Scrum Master	Scrum Product Owner

EXPERIENCE

5/2016 – Present   **U.S. Bank**   **Charlotte, NC**

Vice President, Senior Enterprise Data Quality Governance & Control Lead
driving U.S. Bank's data quality & governance program, defining the processes, operating model, tool governance, and policy changes while providing deep subject matter expertise around data governance principles, procedures, and disciplines for the business lines and corporate support functions.

Union Bank Data Integration Lead
Data Quality & Governance Lead for data integrated from U.S. Bank's acquisition of Union Bank (MUFG), including: 1 million consumer accounts; 190,000 business banking clients; 50,000 high-net worth and affluent households; and 700 commercial relationships.

2/2010 – 5/2016   **Bank of America**   **Charlotte, NC**
Vice President, Enterprise Data Management Governance & Control for the enterprise, serving as a full life-cycle enterprise data management evolution stakeholder, performance leader and contributor, from initial inception through multi-generational maturation.

Data Controls Testing Lead for end-to-end data control testing. Led the execution of controls testing as a business-as-usual evidence-based model to assess the effectiveness of a business/global control function's data quality controls in isolation, from a supply chain control architecture and domain of data perspective.

Authorized Data Source (ADS) Certification Lead for Enterprise Data Management requirements. Led and executed the ADS certification process aligned to Enterprise Data Management requirements.

Enterprise Data Management Policy & Standards Compliance Assessor for Enterprise Data Management full life-cycle data management standard releases from inception (2010).

1/2009 – 6/2011   **Acclamatio!**   **Davidson, NC**
President/CEO of a social media services company for the small to medium businesses in the lodging industry.

12/2007 – 12/2008   **Wells Fargo**   **Charlotte, NC**
Risk Data Quality Business Analyst for the Risk Management Group of Risk Information Strategy & Governance. Responsible for developing, implementing, and maintaining data quality management (Basel II compliance) planning and assessments for data in all divisions of the organization.

Project manager for Business Intelligence Competency Center initiatives. Basel II Framework-compliant program and project management for full SDLC.

10/2005 – 12/2007   **BI Discoveries**   **Charlotte, NC**
Senior Business Intelligence Project Manager / Consultant
Project manager for MicroStrategy business intelligence initiatives.

09/2002 – 10/2005   **AllPoints Research**   **Winston-Salem, NC**
Director of Technology
Senior director responsible for the management, development, implementation, operation, monitoring, and evaluation of all facets of technology.

02/2000 – 09/2002   **Stratapult**   **Winston-Salem, NC**
Practice Manager / Technical Sales / Senior Consultant

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Implementation lead and project manager for an 11-license implementation of Pivotal Relationship 2000, for a national telephony .com company.

Implementation lead and project manager for a 100-license implementation of Pivotal Relationship 2000, for a national consulting company.

Technical sales consultant positioning and proving Stratapult products, services and solutions in proofs-of-concept (POC) to address clients' business and IT needs.

02/1999 - 02/2000	**Kaplan Early Learning**	**Lewisville, NC**

Senior Manager / Analyst
Development and technical senior lead for a full life-cycle implementation of PeopleSoft 7.5.

06/1997 - 02/1999	**Cambridge Technology**	**Cambridge, MA**

Senior Manager / Consultant
Technical lead and project manager for a global retail corporation. Responsible for the creation of PeopleSoft 6.0 Accounts Receivable SQR reports and data conversions, and Crystal Reports.

Senior technical lead for a Big Three fast food corporation. Led the creation of Human Resource and Financial conversion and reporting PeopleSoft 7.5 SQR applications.

Consultant for an international research laboratory. Facilitated corporate technical training for PeopleSoft 7.0 Query and Crystal Reports report development.

Technical consultant for a prestigious university founded in 1746. Responsible for the creation of PeopleSoft 7.0 SQR reports assisting the university's financial administrators in administering and controlling project and grant budgets.

Technical lead for a global retail corporation. Responsible for the creation of a Visual Basic for Applications interface tool created in Microsoft Excel for the sole purpose of viewing previously created nVision financial reports with drill-down capabilities.

Lead analyst for a global financial publisher and translation corporation. Responsible for the analysis and installation of PeopleSoft 7.0 GL/AP patches, creation of conversion and reporting SQRs and GL/AP nVision report specifications.

Technical lead for a national telecommunications company, assigned to the Marketing and Materials Management groups. Defined and pioneered the use and adoption of rapid application development methodologies for design and code construction.

Project manager for an international metals company. Responsible for project management of the Customer Forecasting System, the Automatic Inventory Replenishment system and the Distributive Forecasting System.

11/1991 - 06/1997	**INMAR**	**Winston-Salem, NC**

Project Manager/Systems Analyst/Marketing
Project manager and lead systems analyst for the design and programming of corporate business systems, such as radio frequency shipping, receiving and inventory control development.

Process Lead for the re-design and re-engineering of techniques used for the corporate rollout of PC desktops and of applications to the user desktops.

Marketing designer responsible for the design and creation of marketing collateral, CD-ROM advertising, demonstrations, presentations and surveys.

05/1982 - 11/1991	**Consulting**	**Various Corporate Clients**

Consultant
Project Management/RPG consulting for leading corporate clientele.

EDUCATION			
	East Carolina University	**Greenville, NC**	Hospitality/Tourism Management
	Marshall University	**Huntington, WV**	Information Technology

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SKILLS

Skill Name	Last Used
Data Governance	Current
Data Management	Current
Data Compliance	Current
Data Assessment	Current
Data Cleansing	Current
Data Mapping	Current
Data Policy, Procedures, Standards Development	Current
Data Controls Testing	Current
Master Data Management	Current
Metadata Management	Current
Reference Data Management	Current
Microsoft Power Platform	Current
Microsoft Power Apps	Current
Microsoft Power Automate	Current
Microsoft Power BI	Current
Microsoft SharePoint Online	Current
Microsoft Office 365	Current
Microsoft Visio	Current
Microsoft Project	Current
Project Management	Current
JIRA	Current
Access Management	Current
SQL	Current
Reputation Management	2011
Customer Relationship Management (CRM)	2011
Salesforce	2011
Project Office	2008
Sawtooth Survey	2008
Practice Management	2008
Microsoft SQL Server	2008
Microsoft SQL Server DTS/SSIS	2008
MicroStrategy	2008
Teradata	2008
Microsoft Windows Web Server	2005
Microsoft Windows 2000 Server	2005
Microsoft Windows Small Business Server	2005
Microsoft Exchange Server 2000	2005
Visual Basic	2003
HTML	2003
JavaScript	2003
Erwin	2003
Pivotal Relationship	2002
Cognos	2002
PeopleSoft	2000
SQR	2000

Certifications

- Certified ScrumMaster® (CSM®)
- Certified Scrum Product Owner® (CSPO®)
- MicroStrategy Report Developer
- Pivotal Relationship Administration, Fundamentals and Advanced
- Pivotal Relationship Customization, Fundamentals and Advanced
- PeopleSoft Tools & Development
- Visual Basic Application Development
- PowerBuilder Application Development
- Cognos PowerPlay/Impromptu, Fundamentals and Advanced