

Bill Asmussen

Middleborough, MA | (617) 285-9739 | wmasmussen@gmail.com | linkedin.com/in/bill-asmussen/

Analytics Manager

Results-driven Analytics Manager with a diverse background, including healthcare, data leadership, and analytics. Proven success leading the development of innovative solutions in support of healthcare analytics, data architecture, and CI/CD processes. Develops and executes comprehensive product roadmaps and thoughtfully leads collaborative, agile software development teams. Proven track record of success in data engineering management and project execution, and enthusiasm for robust software that works to solve complex problems.

Skills

- **Data Platform:** MicroStrategy | SQL Programming [Microsoft | Postgres | Oracle | MySQL | Snowflake] | Python | Data Warehouse | Data Integration | ETL/ELT Development | Dimensional Modeling
- **Cloud Technologies:** Fivetran | Stitch | AWS | Terraform
- **Software Engineering:** SDLC | CI/CD | APIs | Agile Methodologies | Git
- **Project Management Tools:** JIRA | Confluence | Trello | Miro | Lucidchart | Smartsheets | Excel | Sheets

Professional Experience

2U, Middleborough, MA

07/2023 - 01/2024

Solutions Architect

- Created a comprehensive product roadmap with data science, analytics engineering, marketing, and data engineering stakeholder collaboration. Devised a new working model for the team to distribute workload, streamline priorities, and enhance workflows, reducing critical project completion times.
- Led efforts to develop data initiatives in support of marketing practices and ad campaign analytics in a team developing data solutions that married salesforce marketing cloud data with web analytics to track leads to conversions.
- Acted as a critical leadership resource within the data engineering team and managed on-call escalations by gathering information, rerouting, and leading communication efforts for high-priority on-call tickets. Delegated more than 1400 service desk submissions over six months.
- Performed technical duties such as the creation of data connectors on a modern tech stack with Snowflake, Python, AWS, Fivetran, and Terraform.
- Managed project submission and organization for data engineering, including required resource estimation, budget development, and capital expenditure tracking. Managed 8 CapEx projects simultaneously, including work to improve marketing systems data pipelines.

MEDITECH, Westwood, MA

05/2017 - 07/2023

Development Supervisor

- Orchestrated, grew, and mentored a team of 11 MicroStrategy and SQL/Postgress data engineers developing a business and health outcomes-based analytical application serving all MEDITECH platforms. Fostered a 100% team retention rate across six years and elevated two direct reports through mentoring and guidance.
- Coordinated 3 cross-functional teams comprised of data analysts, testers, and data engineers. Coached scrum masters in Agile software development practices, project timeliness, customer use cases, and sprint velocity planning. Led collaborative teams operating in the scrum methodology.
- Guided projects to implement new analytics reporting functionality including support for Revenue Cycle, General Ledger, Materials Management, and Payroll. Generated technical and functional designs based on business cases and user requirements. Successfully launched over 20 technical projects in 6 years.
- Formulated solutions for internal data governance initiatives focused on employee productivity reporting. Created new source-of-truth metrics & data visualizations and enhanced metrics for business processes and performance management supporting data analysis on more than 3000 employees.

- Developed a comprehensive roadmap in collaboration with teams across the company, based on market research, sales feedback, and client service & development priorities. Regularly provided executive-level updates to project timelines via written and verbal communication.
- Led a project to implement new CI/CD functionality for shipping MicroStrategy, SQL, and proprietary codebase pipelines. Implemented new tooling processes using MicroStrategy API, XML, and JSON, together with IaC coding solutions to increase reliability in delivering SQL/Postgres & MicroStrategy package updates.

MEDITECH, Westwood, MA

04/2014 - 04/2017

Software Developer

- Developed data transformation and visualization solutions supporting a robust EHR relational database, via SQL programming and MicroStrategy. Used experience designing models to tackle difficult challenges, and delivered improved flexibility and accuracy in the application through site-personalized models.
- Led software development debugging efforts to analyze data from SQL Server metadata tables to provide recommendations for frequently accessed tables and missed index opportunities. This attention to detail resulted in process improvements and an 80% reduction in ETL times for the worst models.
- Developed realistic and tailored mock data generation algorithms, generating over 5 million rows of test data to simulate patient encounters, billing, and quality outcomes. Facilitated visual design and marketing processes using ICD-10, CPT, and NDC codes in conjunction with desired dashboard displays.
- Architected security solutions for the clinical & business analytics application. Ensured HIPAA and GDPR compliance while providing OAuth access configurations that anticipated user needs and facilitated customer success and data analysis at over 150 hospitals. Acted as an application security SME.

Certifications

MicroStrategy Project Architect

Education

Master of Science, Digital Forensics

University of Central Florida

Bachelor of Arts, Dual Major in Computer Science and History

University of Maine, Farmington, ME