ADAM **ZIEGELE**

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Experienced business professional with strong communication and technology skills. Combining my creative skills and knowledge of Power BI, I have designed and developed valuable analytics to business clients. Passionate about improving processes with effective and efficient technology solutions. Able to communicate and collaborate across different groups in support of project and company objectives. Identify opportunities by using technology to solve business problems through innovation.

EXPERIENCE

JANUARY 2025 – PRESENT

SR. MANAGER, NORTH AMERICA SUPPLY CHAIN SOLUTIONS DEVELOPER (STA)

THE COCA-COLA COMPANY

- **Lead Developer**: Serve as an individual contributor on the North America Supply Chain team, focused on building, enhancing, and refactoring Power BI reports to support performance tracking and decision-making.
- **Report Development**: Lead development efforts for the Innovation Attainment Tracker, integrating bottler forecast, expected shipment, and actual shipment data to provide comprehensive visibility into execution against innovation goals.
- **Stakeholder Collaboration:** Collaborate with stakeholders across Supply Chain and Commercial teams to refine metrics, improve data model efficiency, and ensure alignment with business definitions and KPIs.
- **Data Modeling:** Translate complex business requirements into scalable and user-friendly Power BI dashboards that enable better forecasting, visibility, and planning.
- **Performance Optimization**: Conduct troubleshooting and data validation to ensure accurate and timely reporting while improving performance and usability.

NOVEMBER 2021 – JANUARY 2025

SR. MANAGER, BI ANALYTICS GLOBAL SUPPLY CHAIN THE COCA-COLA COMPANY

- **Lead Analytics Developer:** Designed, developed, and deployed end-to-end analytics solutions for four global supply chain initiatives, driving impactful business decisions with actionable insights.
- **Team Manager:** Directed multiple onshore and offshore teams in report design, development, and analytics delivery while providing onboarding, training, and performance management.
- **Stakeholder Liaison:** Collaborated with third-party partners and internal stakeholders, while working in an agile framework, to develop and enhance systems, ensuring alignment with technical requirements and business objectives.
- **Benchmarking Leader:** Managed a high-performing team and partnered with vendors to deliver benchmarking insights to over 30 bottlers, fostering best practice sharing across 200+ system partners.
- **AI Integration for Analytics**: Developed and integrated data models with Power BI Copilot, enabling advanced analytics and generating actionable insights for enhanced decision-making.

- **Advanced Data Modeling:** Utilized DAX, Power Query, SQL and data modeling expertise to design efficient database structures, optimizing data integration and reporting processes.
- **Data Engineering Collaboration:** Partnered with data engineering teams to design, build, and migrate data pipelines from Alteryx to Azure Synapse, ensuring alignment with the enterprise data roadmap and strategic objectives.
- **Power BI Leader:** Spearheaded initiatives within the Coca-Cola Power BI Center of Excellence and Global Analytics User Group, training and mentoring global teams to adopt analytics best practices.
- **Global Supply Chain Analytics Lead:** Directed analytics initiatives for Capacity, Packaging, Customer Service, and Benchmarking, driving efficiency and strategic insights.
- **Data Governance Architect:** Designed and implemented a comprehensive data governance framework, improving data quality, operational efficiency, and regulatory compliance.
- **Enterprise-Level Reporting Specialist**: Created Power BI Workspace usage reports for Coca-Cola leadership, providing actionable insights at the enterprise level.
- **Strategic Analytics Partner:** Developed high-level analytics reports for Coca-Cola Global Finance & Strategy, enabling data-driven decision-making across the organization.
- **Technical Standards Advocate:** Championed world-class Power BI methodologies and standards, training Coca-Cola teams globally to ensure consistency and excellence in analytics.
- **Internship Leadership:** Led 2023 Coca-Cola Summer Interns and HBCU Analytics programs, driving Power BI adoption and analytics education.
- **Creator of KOBI:** Founded the Coca-Cola Business Intelligence (KOBI) platform, enabling enterprise-wide training on analytics standards and best practices.
- **SharePoint Developer:** Built an intranet platform for Global Supply Chain Benchmarking, providing bottlers with streamlined access to analytics reports.

FEBRUARY 2021 – NOVEMBER 2021
LEAD POWER BI DEVELOPER, BRIGHTSPRING HEALTH

- **Lead Power BI Developer:** Designed and developed Power BI reports for financial and operational data, providing actionable insights for Rehab Without Walls.
- **Collaboration with Leadership:** Partnered with senior leadership to create analytics solutions that improved business processes and decision-making.
- **Power BI Best Practices:** Implemented industry standards and Power BI best practices to enhance existing analytics reports.
- **Data Model Expertise:** Developed complex calculated measures using Power Query and Data Analysis Expressions (DAX) to deliver advanced insights.
- **Requirements Gathering:** Collaborated with stakeholders to gather and document business requirements for analytical reporting.
- **Data Modeling:** Designed and implemented star schema data models to optimize performance and scalability in analytics.
- **Data Warehouse Development:** Contributed to all phases of the data warehouse development lifecycle, from design and development to deployment.

OCTOBER 2020 – FEBRUARY 2021
DATA ARCHITECT, EYESOUTH PARTNERS

- **Power BI Development:** Designed and developed Power BI reports to create innovative visualizations of key business information for end users.

- **Data Warehouse Administration:** Led the design, development, and administration of data warehouses to support business intelligence solutions.
- **SQL Expertise:** Developed complex queries, stored procedures, views, and triggers to support data integration and analytics.
- **Azure BI Solutions:** Architected and implemented business intelligence solutions using Azure Data Factory and Azure Data Lake, ensuring scalable and efficient data management.
- **ETL Design and Implementation:** Designed and deployed highly scalable ETL processes with complex transformations, data formats, error handling, and monitoring.
- **Process Optimization:** Enhanced BI processes to improve data delivery speed and overall processing efficiency, resulting in better operational outcomes.
- **Collaborative Analytics Architect:** Worked directly with senior leadership and affiliates to design and build analytics architectures that enabled improved business outcomes.

DECEMBER 2016 – JULY 2020

BUSINESS & REPORTING ANALYST, INSITEN, INC.

- **Power BI Development and Consulting**: Served as lead consultant and developer for Power BI dashboards and reports, creating innovative ways to visualize key business information for end users.
- **Client and Stakeholder Engagement:** Worked directly with clients and internal teams, including EY, FedEx, and Wall Street Prep, in a professional consulting capacity.
- **Advanced Power BI Expertise:** Proficient in Power BI data design, including advanced knowledge of DAX, Power Query, calculated measures, hierarchies, and date/time dimension analysis.
- **SQL Development:** Developed, modified, and tested SQL scripts to validate data models and ensure alignment with report specifications.
- **Data Warehousing Expertise:** Skilled in data warehousing methodologies, including star schemas, dimensional modeling, ETL processes, and reporting tools.
- **Quality Assurance and Testing:** Planned and executed Power BI quality reviews, user acceptance testing (UAT), and deployment validations for multiple applications.
- **Agile Methodology:** Collaborated with clients and development teams in Agile environments to develop, test, and deploy analytics solutions, participating in daily scrums and sprint planning.
- **Requirements Gathering:** Worked directly with business users to gather and document requirements, leveraging Design Thinking and User Experience (UX) principles in design sessions.
- **UI/UX Design:** Created wireframes and user interface designs for new business applications, ensuring a seamless user experience.
- **Azure and Office 365 Setup:** Configured Azure and Office 365 environments, including security models and reporting workspaces.
- **User Stories and Testing:** Created detailed user stories and test criteria, assisting users in confirming requirements and validating functionality during QA testing.
- **Project Management:** Managed the planning and execution of multiple simultaneous application deployments, including QA testing, bug fixes, and user acceptance reviews.
- **Front-End Development:** Collaborated with development teams to address client application issues using AngularJS, JavaScript, HTML, and CSS.
- **Marketing and Branding:** Developed marketing materials, branding updates, and user messaging to enhance the company's digital presence.

- **Social Media Management**: Created and managed company social media accounts and posts, driving engagement and brand awareness.
- **Web Analytics and BI Solutions:** Designed, built, and maintained web analytics solutions using Power BI and customer data platforms to track key metrics and trends.

MAY 2014 – DECEMBER 2016
SYSTEMS ANALYST, HEATCO INC.

- **IT Department Management:** Oversaw all aspects of the IT department, including collaborating with management to define business and system requirements, and providing end-user support.
- **SSRS Report Development:** Designed and developed SQL Server Reporting Services (SSRS) reports to support management and operational decision-making.
- **Power BI Dashboard Creation:** Developed Power BI dashboards for management reporting, key metrics, and operational insights.
- **Requirements Gathering:** Partnered with management to identify and define requirements for new reports and dashboards to support operations.
- **5S Quality System Implementation:** Led a team to implement 5S quality systems on the shop floor, including data capture mechanisms and quality reporting dashboards.
- **SharePoint Administration:** Designed and maintained SharePoint intranet sites, including security configurations, document management, and reporting updates.
- **Ad Hoc Reporting:** Supported management requests by developing customized ad hoc reports to meet evolving business needs.
- **Web Development and Branding:** Designed, developed, and deployed a new public-facing company website. Created corporate branding materials, including a new logo, customer videos, and advertisements.
- **Desktop and Server Support:** Installed and supported desktop and server operating systems and applications, ensuring system reliability and performance.

EDUCATION

GRADUATED MAY 2014
BACHELOR OF SCIENCE (COMPUTER INFORMATION SYSTEMS) LEE UNIVERSITY

Hicks Scholarship Award
Phi Beta Lambda (FBLA - Future business leaders of America)
Study Abroad in Uruguay and Argentina, attended Universidad de la Empresa (July 2013)

AUG 2017 – FEB 2018
FULL STACK DEVELOPER, DIGITAL CRAFTS

DigitalCrafts is a top-rated coding bootcamp teaching the fundamentals of programming through an intensive classroom experience, transforming beginners into full-stack software engineers with cutting edge skill sets

SKILLS

- Power BI
- Strong analytical skills
- Graphic design
- Website design & development

- Strong communication skills
- Quality Management Systems
- Global Supply Chain
- AI Machine Learning

- Microsoft Fabric
- Microsoft CoPilot
- Manufacturing and distribution

TECHNOLOGY/TOOLS

- Power Bl/Report Builder/SSRS
- Microsoft Fabric/CoPilot
- Artificial Intelligence/Machine Learning
- Azure Data Factory/ Azure Synapse
- Power Apps/Power Automate
- HTML/CSS/JavaScript/ReactJS

- DotNetNuke/Wordpress CMS
- Adobe Creative Cloud
- Microsoft Office/Visio
- Microsoft SharePoint
- SQL/DAX/Power Query/R/Python
- Microsoft DevOps & JIRA