

Mustafa Ali

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Professional Summary

As a data analyst and a certified DB2 DBA at IBM US for 23 years, I have worked with internal sales & marketing teams as well as IBM external customers like UPS, Amazon, and Experian. I have developed an advanced skill set to understand and solve complex database problems. Hands-on technology and database experience in managing data and developing efficient scripts in delivering results. I have extensive experience of working with relational databases, CRM, Email marketing, Business Intelligence applications by applying analytical techniques on data. A truly global experience in working with teams of local and remote resources in places like Americas, Europe, India, Middle East, and Asia Pacific has resulted in cross cultural teamwork skills. A progressive experience in business and technology helps me to build working relationships with clients, colleagues, and business partners. IBM Global experience has ingrained a proven methodology in solving complex problems.

Technical Skills

- DB2 (certified DBA until 2005)
- IBM Netezza
- MySQL
- Postgres
- SQL/PLSQL
- OS/400(iSeries)
- Unix/Linux (IBM pSeries and zSeries)
- IBM DataStage
- Apache Hadoop Big Data
- CRM Siebel & Salesforce
- Unica Email Marketing
- Financial Information Warehouse
- Master Data Management
- Data Governance (EU's GDPR)
- AWS (certified cloud practitioner)
- IBM SPSS
- IBM Cognos BI
- Tableau
- Microsoft PowerBI
- Atlassian (Confluence, Jira, Service Management)
- Python3 (intermediate)
- NoSQL (MongoDB & DynamoDB)
- Google Analytics 360
- Data Security Policies
- Cloud Computing

Education & Certifications

- AWS, Certified Cloud Practitioner, AWS (2021)
- Google Analytics 360 (2021)
- DB2, Certified Database Administrator, DB2 (2005)
- BS, Computer Science, University of Chicago, Illinois (1992)
- FSC, Pakistan Embassy School, Jeddah. KSA (1988)

Work Experience

IMG Advisors

Database Leader

Database management and data related work. Pipeline: \$9.0M

June 2014 - Present

- Database design, development, & administration for all (10-12) applications
- Enterprise Data strategy & management for 1 TB data for Inboundgeo
- Web data strategy for 300+ Community member services with 10 service offerings
- Standardized PowerBI reports of Pakistan's textile exports data
- Coaching and Development of 10-15 new hires by giving them exposure of international work standards

IBM - Harte-Hanks (remote contractor from PAKISTAN)

Lead Data Analyst/Architect for marketing interactions

June 2013 - April 2020

- Lead solution architect for IBM global end-to-end email marketing campaign execution workflow
- Streamlined sales opportunity creation time from 24 hours to 2 hours resulting in higher customer satisfaction and IBM overall revenue
- Implemented GDPR compliance workflow
- Simplified marketing performance dashboards

IBM - Atlanta, GA USA (permanent employee)

Data Analyst playing key roles in Sales & Marketing organization

Nov 1999 - May 2013

- Unica email marketing campaign execution systems design
- Opportunity management workflow
- IBM customer's suppression/permission compliance manager
- Customer Data Matching and Quality specialist
- External prospect list integration with IBM master customer record
- Marketing database migration from legacy AS/400 to pSeries DB2, Netezza and then back to DB2
- Marketing prospect list acquisition from external data vendors
- Data access & security compliance manager
- Training lead for sales and marketing applications
- Senior ETL developer
- SQL performance tuning
- Sales & Marketing database DBA support