

SHAMIKA Y BALLARD

Dallas Fort Worth Metro | 940-299-7256 | ShamikaYBallard@gmail.com | [LinkedIn/in/ShamikaBallard](https://www.linkedin.com/in/ShamikaBallard) | ShamikaYBallard.com

PROFESSIONAL SUMMARY

Business Intelligence leader and manager with 15+ years spanning BI development and reporting-platform administration (SAP BusinessObjects, Power BI, Power Platform), application development, process automation, CRM (Customer Relationship Management) administration, and sales forecasting. Manages a BI team and builds agentic AI solutions (Copilot Studio) that cut delivery time 40%; built forecasting engines and account-targeting models adopted by 80+ person sales teams; led enterprise data warehouse and reporting-platform migrations. Skilled at SQL query development, troubleshooting complex reporting environments, training, and turning data into decisions for executive and field stakeholders.

CORE SKILLS

BI Development & Reporting: Power BI | SQL Query Development & Optimization | SAP BusinessObjects (Enterprise 4.1, XI 3, Universe Designer, Web Intelligence, Central Management Console, Central Configuration Manager) | Tableau | MicroStrategy | Crystal Reports | SSRS | Looker | Pentaho

Application Development & Automation: Power Platform (Power Apps, Power Automate) | SQL Server Management Studio | Process Automation | Power Query | DAX | Python | REST APIs | HTML | CSS | JavaScript

CRM & Sales Operations: CRM Administration & Integration | Segmentation & Account Targeting | Data Reconciliation & Data Hygiene | Sales Forecasting & Demand Planning | Pipeline & Executive Reporting

AI Development: AI/ML Development & Agentic Solution Design (Copilot Studio, ChatGPT)

Leadership: Team & Project Management | Cross-Functional Leadership | Stakeholder Management | Training & Enablement | Troubleshooting & Technical Support

Methodologies: Agile | Software Development Life Cycle (SDLC) | Waterfall | Test Case Design & User Acceptance Testing (UAT) | Kanban

PROFESSIONAL EXPERIENCE

Vetoquinol USA — *Global animal health pharmaceutical company | Fort Worth, TX (Hybrid)*

Business Intelligence Manager

Feb 2022 – Present

- Architect and lead a CRM-integrated segmentation and account-targeting model for an 80-person global sales team: own end-to-end design, Power BI development, and field enablement, driving adherence to focus-account targets from 65% to 92% against an 85% requirement.
- Lead CRM-BI data reconciliation and segmentation integration across 32,000 accounts, directing end-to-end build, cross-functional delivery, and field-staff training to operationalize a new account-targeting model.
- Manage a 3-person BI team delivering enterprise reporting and analytics; pioneer an internal AI development program by designing and building a suite of agentic AI agents in Copilot Studio from scratch to automate requirements gathering and reporting scoping, cutting delivery time 40%.
- Automate delivery of 10 executive-facing reports via Power Automate, replacing manual distribution and saving 75-100 hours per year while establishing a consistent leadership reporting cadence.
- Develop and engineer a multi-app Power Platform suite (Power Apps) spanning onboarding, samples management, and promo tracking, replacing manual workflows for 250 employees and collapsing a 20-person-hour quarterly process into full automation.
- Onboard and upskill 4 direct reports from no prior technical background to full-stack delivery across CRM administration, ETL (Extract, Transform, Load), database development, and Power BI.
- Engineer a standardized documentation framework for 65 enterprise BI reports, designing the template architecture to ensure audit readiness and reduce institutional knowledge risk.
- Win company-wide Impact Award for migrating enterprise reporting to Microsoft Power Platform, reducing data-exposure risk and increasing user adoption.

Business Intelligence Analyst

Jul 2018 – Jan 2022

- Built a SQL-based sales forecasting engine tracking monthly product quantities by distributor against sales activity, enabling predictive warehouse inventory planning and days-on-hand visibility across the distributor network.
- Led migration of 20-30 reports from MicroStrategy and SSRS to Microsoft Power Platform over 3 months, enhancing data security and driving adoption across 165 users.

- Built a formal enterprise data warehouse in SQL Server Management Studio (10 databases), transitioning the organization from Access to scalable, production-ready infrastructure.
- Won company-wide Process Improvement Award for a Power Platform automation suite that reduced quarterly workload by 20 person-hours.

Mr. Cooper — *Mortgage servicer and lender managing home loans | Irving, TX (Hybrid)*

Data Analyst II

Aug 2017 – Apr 2018

- Automated an Excel-based REO (Real Estate Owned) tracking dashboard monitoring 1,100-2,500 properties worth up to \$310M, saving 1 hour/day and delivering consistent executive-ready reporting.
- Engineered a C-suite REO performance reporting solution in SQL and Excel, establishing a standardized daily view of the real estate owned portfolio.
- Analyzed complex mortgage servicing data sets to support business decisions and identify process-improvement trends.

CGI — *Global IT and business services firm | Dallas, TX (Remote)*

Business Intelligence Consultant

Nov 2015 – May 2017

- Led development of a statewide BI reporting platform for 47,000 State of Michigan employees, owning requirements through testing and consolidating 100+ reports across multiple functions.
- Overhauled BI security architecture, including user groups, access levels, folder structures, application access, and universe security, across the Enterprise Data Warehouse team's reporting environment.
- Migrated universes, reports, users, groups, and access structures through staging environments to production for enterprise clients.
- Managed requirements-gathering sessions and project priorities with business partners, directing design, connection, scheduling, and deployment of BI components to standards and best practices.
- Authored technical documentation for conversion and migration processes and recommended database structure and process-flow improvements.

FICS — *Financial industry software company (mortgage & credit union lending platforms) | Addison, TX*

Report Writer & Instructor

Apr 2011 – Nov 2015

- Built, tested, and debugged 6 SAP BusinessObjects universes (Universe Designer, BusinessObjects Enterprise 4.1/XI 3) supporting mortgage and credit union reporting in a deadline-driven environment.
- Tested SQL queries, databases, and ERP/Relational Meta Database systems to validate reporting accuracy across mortgage loan origination platforms.
- Developed automated mortgage loan reports using Crystal Reports and SQL to detect and correct invalid data, exporting corrected records via CSV back into mortgage servicing systems.
- Authored complex test cases and test scenarios for BI/reporting QA, driving test schedules, resource plans, and test-environment readiness for mortgage loan origination software.
- Trained credit union staff and upper-level employees as Crystal Reports developers and BI administrators through classroom sessions, webinars, and conference presentations.
- Documented product requirements and system specifications supporting product implementation and roll-out; supervised the department in the manager's absence.
- Troubleshoot and resolved SQL Server connectivity, linked-server, and BI/reporting issues across the client base, providing advanced technical support.

AWARDS & RECOGNITION

Vetoquinol USA: Impact Award (enterprise Power Platform migration), Process Improvement Award (automation suite), Team Spirit Award, Collaborator of the Year, Support Member of the Quarter.

EDUCATION

University of Louisiana Monroe

Bachelor of Science, Psychology