

Shamika Ballard

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A seasoned BI manager with 15+ years leading Business Intelligence and CRM teams at scale, specializing in Microsoft SQL Server, Power BI semantic modeling, data warehousing, and ETL architecture. Known for translating complex business questions into actionable decision intelligence frameworks, designing high-performance reporting ecosystems for multi-team enterprises, and mentoring teams toward self-directed operating models. Combines deep technical expertise with an entrepreneurial mindset, actively productizing BI knowledge into scalable consulting tools and SaaS offerings.

WORK EXPERIENCE

Vetoquinol • Fort Worth, TX

Jul 2018 - Present

Vetoquinol USA is a family-owned global animal health company specializing in the development and commercialization of veterinary pharmaceuticals, nutritional supplements, and care products. Vetoquinol USA partners closely with veterinarians, pet owners, and producers, offering innovative products across key areas such as mobility, dermatology, and digestive health, while maintaining strong commitments to quality, regulatory compliance, and sustainable business practices.

Business Intelligence Manager • Full-time

Feb 2022 - Present

Leads a 3-person BI team delivering enterprise reporting and analytics for Vetoquinol's US affiliate and contributing to global BI initiatives. Architected and launched a segmentation and targeting system for an 80-person sales team, owning end-to-end design, Power BI report development, and training enablement, driving adherence to focus accounts from **65% to 92%** against an 85% organizational requirement.

- Architected CRM-BI segmentation integration across **32,000** accounts, leading end-to-end build, team delivery, and field staff training to operationalize a new account targeting model.
- Engineered a standardized documentation framework for 65 enterprise-wide BI reports, designing the template architecture from scratch to ensure audit readiness and reduce institutional knowledge risk across all organizational levels.
- Automated delivery of 10 executive-facing reports via Power Automate, replacing manual distribution and ensuring consistent leadership cadence saving 75-100 hours per year.
- Onboarded and upskilled **4 direct reports** from no prior technical background to full-stack delivery across CRM administration, ETL, database development, and Power BI.
- Engineered a **multi-app Power Platform suite** spanning employee onboarding, samples management, and promo tracking replacing manual workflows across 250 employees and collapsing a 20-person-hour quarterly process to full automation.
- Pioneered an internal AI enablement program by building a Copilot Studio agent suite from scratch, automating **3-30-300 wireframing, requirements gathering, and Power Platform scoping** for a 3-person BI team and cutting delivery time by **40%**.

Business Intelligence Developer • Full-time

Jul 2018 - Jan 2022

Delivering enterprise reporting and analytics. Spearheaded a 3-month migration of 20–30 reports from MicroStrategy and SSRS to Microsoft Power Platform, eliminating external data exposure risk and driving **165-user adoption** across the organization. Recognized with a company Impact Award for cross-functional execution spanning report development, departmental collaboration, and end-user training.

- Spearheaded a 3-month migration of **20–30 reports** from MicroStrategy and SSRS to Microsoft Power Platform, eliminating external data exposure risk and driving **165-user adoption** across the organization. Recognized with a company Impact Award.
- Earned company-wide Process Improvement Award for designing and deploying a Power Platform automation suite, spanning onboarding, employee samples, and promo tracking, that replaced entirely manual workflows across 250 employees, reducing a 20-person-hour quarterly process to a fully automated system.
- Engineered a formal 10-database enterprise data warehouse in SQL Server Management Studio, migrating the organization off Access and establishing a scalable, production-grade data infrastructure.

Mr Cooper • Dallas, TX**Aug 2017 - Apr 2018**

A top-tier mortgage servicer and lender managing home loans for over 4 million customers through a tech-forward residential platform.

Data Analyst II • Full-time**Aug 2017 - Apr 2018**

Analyzed and interpreted complex data sets to support business decisions, develop reports and dashboards, and identify trends and process improvement opportunities. Collaborated with cross-functional teams to deliver actionable insights, improve reporting efficiency, and ensure data accuracy.

- Designed and automated an Excel-based REO tracking dashboard monitoring **~1,100–2,500 properties** representing up to \$310M in carrying value, replacing a daily 1-hour manual rebuild and delivering a consistent executive-ready report to the VP of REO for upstream leadership reporting.
- Engineered a C-suite REO performance reporting solution in SQL and Excel, establishing the first standardized daily view of the company's real estate owned portfolio and eliminating ad hoc data assembly across a **multi-million-dollar asset base**.

CGI • Dallas, TX**Nov 2015 - May 2017**

A leading global IT and business services firm with 94,000 "Partners" worldwide, providing end-to-end digital transformation and managed services to 20+ industries with a strong focus on government and financial services.

Business Intelligence Consultant • Full-time**Nov 2015 - May 2017**

Designed and delivered business intelligence solutions, dashboards, and reporting tools to support strategic decision-making and operational performance. Partnered with stakeholders to analyze business requirements, optimize data processes, and provide actionable insights through data visualization and reporting.

- Contributed to end-to-end delivery of a statewide BI reporting platform serving **47,000 State of Michigan employees**, spanning requirements gathering, development, documentation, and unit testing, replacing a legacy system and consolidating **100+ reports** across financial, marketing, and compliance functions.

EDUCATION**Bachelor's in Psychology**

University of Louisiana Monroe • Monroe, LA

Dean's List

AWARDS & SCHOLARSHIPS**Process Improvement Award**

Feb 2026

Vetoquinol

Team Spirit Award

Oct 2025

Vetoquinol

Team Spirit Award

Jul 2024

Vetoquinol

Collaborator of the Year

Feb 2024

Vetoquinol

Impact Award

Feb 2023

Vetoquinol

Support Member of the Quarter

Apr 2022

Vetoquinol

VOLUNTEERING & LEADERSHIP

Pioneer's Team

Jan 2023 - Present

- Fort Worth, Tx

Serve as active committee member on 12-person employee engagement team, driving initiatives across internal communications, employee recognition, and volunteer programming to advance organizational culture and workforce adaptability.

SKILLS

Business Analysis & Strategy: Business Analysis, Business & Financial Analysis, Business Process Improvement, Change Management, CRM Strategy, Cross-Functional Collaboration, Executive Reporting, Financial Modeling, Forecasting & Budgeting, KPI Framework Design, Market Research, Project Management, Requirements Gathering, Roadmap Development, Root Cause Analysis, Stakeholder Communication, Strategic Planning, Vendor Management

Leadership & Enablement: Copilot Integration Team Leadership, Customer Success Enablement, Training & Enablement

Data & Analytics: Customer Insights, Customer Segmentation, Marketing Analytics, Predictive Analytics, Risk Analytics, Self-Service BI, Statistical Analysis

Data Engineering & Architecture: Customer Data Platforms (CDP), Database Design, Data Governance, Data Migration, Data Modeling, Data Pipeline Design, Data Quality Management, Data Stewardship, Data Warehouse Architecture, Data Warehousing (DWH), ETL, ETL Development, Master Data Management, Semantic Modeling, SQL Server, SQL Server Management Studio (SSMS)

BI & Reporting Tools: DAX, Looker, Power BI, Report Architecture, SSRS, Tableau

CRM & Business Platforms: CRM Administration, HubSpot, Salesforce, Sales Operations, SharePoint

Automation, AI & Development: Generative AI Integration, NLP, Power Apps, Power Automate, Process Automation, Prompt Engineering, Python