

DANIEL GIACOMELLI

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PROFESSIONAL EXPERIENCE

**CIGNA HEALTHCARE (ISG),
PROGRAM MANAGEMENT OFFICE**

**SOLUTIONS ARCHITECT / PROJECT & PROGRAM MANAGER
APRIL 2009 – PRESENT**

Rejoined CIGNA as a Project/Program Manager for HealthCare's Individual and Select Group (ISG) segment at the personal request of the Vice President. Acting as an internal Consultant/Project/Program Manager supporting all lines of business for tactical and strategic planning, design, implementation, and program management with special focus in Underwriting and Marketing.

- Proactive leader for ISG PMO Governance team and Project/Program Manager for a variety of business driven projects ranging from simple updates to applications, systems, processes, documentation, and operations, to complex integration and system replacements. Is a key member of the PMO Governance Leadership assisting with developing strategic and tactical: plans; supporting processes; integrated tools and solutions. Is sought after by business department leaders and PM peers for advisory services and Subject Matter Expertise (SME) as needed.
- Successful implementation of Web Analytics and Reporting solution with Campaign Management and Governance. Assist Marketing and Business Intelligence teams with insight analysis, analytics reporting, funnel and path analysis, demographical and segmentation analysis, and formulated ROI for campaign governance integrated with Data warehouse application data feeds from partnering vendors. Solution included integration of WebTrends, Google Analytics, Google AdWords, Pay Per Click and other related web technologies.
- Created conceptual logical process, system, and business entity model for Underwriting. Clickable Visio process flow with swim lanes depicting underwriting business process with system key fields, status, and integration points.
- Assisted with User Experience research for enhancement recommendations of cignaforyou.com, Online Quoting, and Online applications.
- Successful implementation of SEO (Search Engine Optimization) Enhancements for OLA (Online Application) cignaforyou.com, and Online Quoting systems.
- Designed and created a Capacity Model that bridged a reporting gap and underwriting need between finance, sales, and underwriting. The model forecasted monthly trending membership based on historical underwriting application processing data including turn-around time, resource planning, and application to issue ratios. The model was the basis for the Business Intelligence team for future data warehouse reporting.
- Recommended for special projects involving new or extreme changes to processes, technology, and/or special resources. Special projects typically require root cause analysis, detailed solution architecture, process engineering, and infrastructure and organizational readiness.
- Implemented Underwriting outsourcing solution with new partner and respective integrated technologies. Following that, additional work included integration of application, underwriting, and respective status data using Web Services between 3 partners and CIGNA.
- Assisted peer program manager with Federal Reform updates and changes to impacted processed and technology. Created divisional document and artifact master inventory to manage reform and Legal Entity changes for division.
- Considered the Microsoft Office and SharePoint expert for department site designs, setup and administration. Created and managed multiple SharePoint sites for division. Created Initiative Request process and libraries (using SharePoint), with integrated contacts/owners, alerts, status reports, and reporting. Successfully managed migration with Enterprise Collaboration team from 2003 to 2007. Converted web-based "foldered" file share libraries to taxonomy and meta-tag driven content repositories with proper versioning and governance.

Solutions Architect for Canon Technology Solutions (CTS), a division of Canon, specializing in Solutions Architecture, Web Analytics, Microsoft Solutions, and Project and Program Management. Direct involvement with sales supporting cycle from opportunity identification, estimation and contract creation, through project planning and implementation including financial reporting and resource management; Strategic Planning of products and services (product placement, pricing, promotion and partnering); Identifying, negotiating, establishing & managing partner relationships; Quality Assurance Manager; Project Program Manager; Operations Manager setting up and managing clients in time and resource tracking systems; Financial and pricing analyst for proposals, Statements of Work, and internal reporting. As a consultant, abilities range in a variety of project roles including: Project/Program Manager; Web Analytics Analyst; Business Analyst; Solutions/Technical Architect; Process Engineer; Governance and Strategic Advisor. Key accomplishments include:

- Obtained Microsoft Gold Partner status as the Primary Program Contact. Presented on behalf of Microsoft at Microsoft sponsored Events and is known as a Microsoft Technology Specialist by key Microsoft resources within the region (Office, SharePoint, OSC/UC, Business Productivity Online Services, and Collaboration).
- Process Optimization and re-engineering with SharePoint Technologies (WSS 2.0/3.0; SPS2003; MOSS2007) for a wide variety of clients and internally. Creative solutions using native SharePoint features versus customization.
- Consulting and Project/Program Management expertise for clients and internal team members including advisory services and Subject Matter Expertise (SME) roles as needed. SME related content includes: Document, Records, and Content Management; Taxonomy; Governance; BI and Web Analytics; Process and Standards creation.
- Assisted President in identifying, acquiring and generating over \$1M in business. Grew projects from \$30K fixed price into reoccurring managed support operations that exceed over \$450K in annual revenue.
- As a key member of the Executive Leadership team, assisted with developing strategic and tactical plans for internal development and client delivery integrating leading edge technology.
- As a Strategic Advisor for clients, assisted with establishing governance, strategic business design and supporting vision planning models with senior and executive management.
- Known for enhancing unstructured data/information into structured executive dashboards, governance/standards/compliance models, and strategic insight planning. This has lead to becoming a subject matter expert for Business Intelligence and Web Analytics solutions.
- Designed and assist in creating a Client Demo Environment consisting of Virtual Servers hosting SharePoint Demo and Proof of Concept servers used for Microsoft Events, Sales and client delivery.
- Web Analytics and Business Intelligence specialist responsible for defining metrics from legacy sources and driving them to measurable results and actionable insights. Specialty includes defining/designing taxonomies with limited artifacts and information for Search Engine Optimization (SEO) and Level 3 Analytic Maturity models. Successfully assisted clients in setting up Google Analytics, Google AdWords, Urchin, and WebTrends. Established Web Analytics processes for Campaign Management and tagging strategies for multiple clients.
- Recognized speaker/presenter for sponsored Microsoft and CTS Events on: SharePoint Technologies; Unified Communications; Governance; Office Server Solutions; Web Analytics; Collaborative Solutions and Taxonomy related Organizational Change.

CIGNA GROUP INSURANCE (CGI); STRATEGIC INITIATIVES AND QUALITY MANAGEMENT (SIQM)**SENIOR PROJECT MANAGER
NOVEMBER 2004 – APRIL 2006**

Senior Project Manager for the Strategic Initiatives and Quality Management (SIQM) department of CIGNA Group Insurance (CGI) specializing in supporting the business with tactical and strategic planning and program management. Key responsibilities include: Strategic department and organizational planning, direction, and management; Recruiting, retention and management of staff; Methodology integration; Organizational mentor and culture change agent. The following are key accomplishments while working for CIGNA:

- Successful implementation of Siebel CRM package focusing on Employer and Contact Management for CGI Account and Client management. Lead Project team of over 30 people from concept to production and future visionary and strategic thinking ([Video](#)). Project came in under budget, ahead of schedule, with approved expanded scope, and with positive organizational impact. Replaced 4 legacy systems, enhanced existing processes, and provided accurate metrics on Account/Client Management performance. This was the first CGI project to implement, utilize and govern Services Oriented Architecture (SOA) as part of a Strategic Roadmap.
- Considered the Microsoft Office and SharePoint expert for department site designs, setup and administration.
- Assisted Finance with reengineering budget planning and tracking forms for Program and Project Management reporting to the Senior Management Team.
- Heavily relied upon for support and promoting a culture of long-term goals, vision, and framework of concepts.

CDI INNOVANTAGE, A DIVISION OF CDI CORPORATION**PRACTICE LEADER, PRINCIPAL CONSULTANT****MAY 2002 – NOVEMBER 2004**

Senior Manager for CDI Innovantage, a \$40M Division of CDI (NYSE: CDI) specializing in IT Functional and Project Outsourcing reporting directly to the Business Unit Director and Vice President. Key responsibilities include: Consulting Division Manager / Program Manager for all consulting and project engagements including financials and deliverables; Strategic direction of product, placement, pricing, and promotion; Technology champion; Recruiting, retention and management of operational staff; Identifying, negotiating and establishing business partner and alliance relationships; Project Manager and Solutions Architect; Financial and pricing analyst for bids and proposals; and Business/Technical Strategist. Selected accomplishments include: Assisting with: generating \$15M of new business; Developing strategic and tactical plans for Practice development (business and technology); setting one, three and five year goals for Business Unit with other members of the Senior Leadership Team. Developed sales pipeline, operations tracking and forecasting system for business unit. Responsible solely for Microsoft partnership, Methodology integration (people, process and technology), Technology Leadership and Enterprise Integration.

Extensive Infrastructure Management experience promoted focus allowing quick identification of business requirements, the ability to translate them to technical designs and solutions, and present those solutions in the form of proposals, solution documents, and technical models to clients, partners and internal executive team members. Continues to act as a project manager and technical subject matter expert for key partners and projects as needed. Industry focus included Technology, Manufacturing, Life Sciences (Healthcare and Pharmaceutical), and Government.

**MICRO ENDEAVORS, INC. (MEI)
CONSULTING SERVICES, MICROSOFT CTEC****SENIOR TECHNICAL ARCHITECT
JULY 2001 – APRIL 2002**

Senior Technical Architect and Microsoft.NET Instructor participating in projects as a developer, solutions architect, project manager, and advisor. Skills included application and infrastructure evaluation, design, implementation, and integration. Primary role was to define and translate business requirements into technical specifications. Experience includes: migrating applications from VB5 to VB6; assisting with creation of a central code library; and establishing standards and best practices for development and IT resources. Manufacturing and Technology experience includes projects with Smart Card Tracking and Security Auditing; and Microsoft.NET readiness and migration. Document Management experience includes projects with a custom VB/SQL application to track convention legislation; and with Microsoft SharePoint Technologies.

**COMPUTER SCIENCES CORPORATION
CONSULTING & SYSTEMS INTEGRATION****SENIOR TECHNOLOGY SPECIALIST
SEPTEMBER 1994 – JUNE 2001**

Senior Technical Architect for CSC Consulting. Healthcare industry experience includes projects at Johnson & Johnson, DuPont, Red Cross, and Independence Blue Cross. Chemical and Energy Industry experience include projects at PECO, PP&L, DuPont, DuPont Dow Elastomers, and Equiva. Manufacturing experience includes projects at Safeguard Business Systems, Antioch Publishing Company/Creative Memories, Project Management Institute, and DuPont. These experiences helped to develop a wide range of technical knowledge, as well as strong interpersonal, partner, and client facing skills. High profile projects and positions include:

Project Manager/Senior Technical Architect***June 1995-June 2001***

As the Internet Special Interest Group Leader since 1995, led an internal group in designing, developing, and implementing the Community Intranet, and was then replicated to an Extranet. Functionality included a live 24-hour web-cam, SQL Server database with ASP dynamic driven pages, Message Board, and file repositories using FTP and HTTPD to put/serve requested files from/to users. Acted as the Solution Demonstration Lab Manager upon completion of the internal project and was responsible for training approximately 45 people in Internet Technologies.

Project Manager/Senior Technical Architect***February 2001-April 2001***

Acted as Project Manager and Senior Technical Architect for DuPont Agriculture integrating mobile solutions. The objective was to design, develop and implement mobile solutions to support Field Technical Representatives; Integrating Enterprise, Desktop, and Mobile applications. Validation of ROI through yearly savings gained Business acceptance to the amount of \$1,000,000 per year.

Project Manager/Senior Technical Architect***August 1999- April 2001***

Performed leading edge research on the benefits and opportunities for mobile and wireless technology covering mobile and wireless devices, services, solutions, products, vendors, security, and industry analysis. The goal was to implement innovative mobile solutions for Road Warriors and develop strategies for introducing new technologies into large established enterprises. The team learned extensively about the requirements, technology, and business processes relating to wireless technologies with Internet-based collaboration and pervasive messaging.

EDUCATION, BUSINESS AND TECHNICAL COMPETENCIES

Education: West Virginia University, Morgantown, WV

Bachelor of Science in Business Administration, Major in Operations Management, Minor in Industrial Engineering

Environments, Development Languages, and Software Packages

Microsoft: Windows 7/Vista/XP/Server 2003/2008; Access; SQL Server; ODBC/OLEDB; Operations Manager; Office 2003/2007 Expert/Developer/Specialist; Word; Excel; Project; Visio; PowerPoint; OneNote; SharePoint Technologies (WSS 2.0/3.0, SPS, MOSS); Live Services/Messenger/Communicator/Meeting (Server); Outlook/Exchange; FrontPage; SharePoint Designer; Expression Web; IIS; Media Center; Movie Maker; Publisher; Office Communications Server; Microsoft Business Productivity Online Services (BPOS)

Web Analytics (Google Analytics, Urchin, WebTrends, SEO/M); VMware; Adobe Acrobat/Writer/Elements; WebEx; Requisite Pro; eCopy Connector/Desktop; Google AdWords, Places, and AdSense.

Additional Business Related Areas

Social Engineering; Internet/Web Research/Analysis; Web Analytic and Insight Analysis and reporting; Business Intelligence and Metrics Analysis; Program Management and Governance Advisory Services; Domain Analysis and Management; Anti-cyber-squatting; 2600 Affiliate; Internet Law advisor; Mobile Application Theory; Industry Analysis; Solutions Analysis/Design; Organizational Change; Strategic Planning; Vision and Strategy; Business Process Optimization and Re-engineering

Professional Affiliations, Certifications, and Awards

Microsoft Certified Professional (MCP 943516); Institute for Electrical and Electronics Engineers (IEEE #40249910); Association of Internet Professionals (AIP #010837); Project Management Professional Certified (PMP ID 485396); eCopy Server/Connector/Desktop Certified; IT Infrastructure Library (ITIL) Foundations v2 Certified; Front Line Manager certified (DDI); Canon Spirit Award Winner 2008

Additional Business Competencies

CSC Catalyst & Catalyst 4D Methodologies

Help Desk Institute (HDI)

Microsoft Operations Framework & Solutions Foundation

Micro Endeavors, Inc. Project Vertex Methodology

CIGNA CPS/PMP Methodology certified

Rational Unified process (RUP) trained

Search Engine Optimization (SEO) and Marketing (SEM)

Business Systems Analysis and Redesign

Entity Relationship Modeling/Design

Business Process Modeling and Redesign

Data Modeling and Relational Design

Senn Delaney Leadership Program

PMI Scheduling / Risk Management

Web Analytics Insight Analysis

GIACOMELLI CONSULTING

OWNER / PRINCIPLE CONSULTANT

APRIL 2006 – PRESENT

Extending consulting experience to a variety of personal Business and non-profit activities and projects. The following are specific Web solutions that have been implemented:

- Designed, created and ongoing management of: Giacomelli.com using Dreamweaver, Microsoft Expressions Web, Google Analytics, and Places; Giacomelli.net using SharePoint Designer; and giacomelliconsulting.com using Microsoft Office Live for Small Business.
- Designed, created and ongoing management and governance of www.jetekpwc.com and web campaign management using Microsoft Expressions Web with DWT, CSS, and integrated Google Analytics, Places, AdWords, and Microsoft adCenter.
- created and ongoing management and governance of www.efasce.net and web campaign management using Microsoft Expressions Web with DWT, CSS, and integrated Google Analytics and Places
- Designed created and ongoing management of www.moorestown1989.com for alumni and 20 year reunion (active board member) with Google Analytics.
- Assisted with content management of www.langhorneaa.org using League Lineup and raw HTML.
- Designed, created, and ongoing management of www.danothevoice.com using GoDaddy.
- Assisted procurement, design and ongoing management www.langhornesoccer.org (active board member)
- Continued assistance to PMI for design, governance, and management of www.pmi.org, campaign management, and internal intranet sites using MOSS, SharePoint Designer, Dreamweaver, WebTrends, LinkTiger and other related web tools.
- Microsoft guest speaker and Office Solutions Specialist
- Assist with managing www.newtownpres.org as part of Stewardship committee and technical support from 1997 through 2008