

BRAD S. JONES

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MBA - MCSE - MCSA

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SUMMARY

Empowering decision makers by revealing data insights through Business Intelligence and Data Analytics.

Please visit my website for PBI report samples: www.bisamples.com

QUALIFICATIONS

- MCSE, MCSA, MCTS, Security +
- Power Platform: Power Apps, Power Automate, Dataverse
- SQL Server: Implementation, administration, security, monitoring and performance tuning
- AI: Git, GitHub w Copilot & Workspace integration, Semantic model prep, Fabric Data Agents, MCP servers.
- PBI & Microsoft Fabric: DAX, M, Desktop, Service, Semantic Modeling, Direct Lake, Real-Time Intelligence, OneLake, Lakehouse, DWH, SQL DB, Data Factory (Pipelines, Dataflow Gen2), Notebooks, Data Agents.
- Misc: VS Code, DevOps, personal Tenant using F2 capacity (sandbox), LLM integration w PBI via MCP Server and XMLA endpoint, etc.

WORK EXPERIENCE

SGA (CitiBank contractor) – Sr. Power BI Developer: 05/21-Present

- Worked closely with stakeholders, business analysts and IT teams to understand the business processes, gather requirements, and analyze existing environments to develop solutions based on client needs.
- Designed denormalized semantic models following best practice standards: star / snowflake schemas, using highest acceptable grain (subsequent aggregations), many-to-one & downward flowing relationships, date table (time intelligence), measures over CCs, minimal bi-directional filtering, surrogate keys, etc.
- Expert of data visualizations (Slicers, Bookmarks (Navigation), Maps, etc.) and advance DAX calculations (Info functions, time intelligence, variables, etc.), as well as the understanding of all Contextual layer effects.
- Utilized AI in multiple capacities including: PBI model MCP Server for object description creation, naming standardization, and synonym creation to aid in Copilot effectiveness. Creating Fabric data agents with multiple data sources for greater Copilot coverage. "Prep data for Ai". Copilot for creating report narratives, highlights and summaries. Also used in multiple Fabric workloads: Data Factory (Pipelines), Data Eng (Notebooks), etc.
- Built solutions within Microsoft Fabric using: Lakehouse, DWH, SQL DB, Data Factory (ETL), Data Agents (Copilot), and Semantic models to include Direct Lake storage mode PBI connections.
- Created "write back" PBI reports via developing and integrating Canvas Apps and Power Automate Flows allowing users to view, change, and verify data (through auto updating visuals) in near real-time.
- Awarded and recognized by multiple org levels for developing and implementing highly impactful, easy-to-understand solutions, establishing me as the go-to person for all PBI reporting needs.

PricewaterhouseCoopers – Business Intelligence & Analytics Manager: 05/17-05/21

- Led the technical design, development and delivery of our practice's first Self-Service reporting solutions.
- Owner of our practice's end-to-end embedded app reporting solutions to include gathering business requirements, creating SSAS Tabular or Power BI models, creating Power BI reports (read-only and self-service) and associated SQL views / sprocs, configuring RLS, implementing with internal cover flow application (Spotlight), deployment via DevOps and performance tuning.
- Applied the following Power BI ecosystem items to include Power BI Desktop: authoring (Data modeling, M language, DAX) and tuning / troubleshooting (DAX studio / SQL Profiler) reports. Power BI Service: report publishing to workspaces, dataset / gateway / refresh configurations and Power App testing. Dataflows: created centralized datasets via ETL. Power BI Embedded: called REST APIs to clone reports, updated parameters (data sources, datasets, refreshing) of published reports, etc.
- Currently implementing an Azure Synapse Analytics solution to orchestrate the reading of blob (ADLSg2) files (Parquet) and relational data (Azure SQL DB) with Serverless and Dedicated databases, transforming the data via Dataflows, updating datasets using triggers, applying multi-granular row-level-security (RLS) via Power BI Roles and finally connecting Power BI Embedded reports using Direct Query.
- Presented with an "Above and Beyond" award at company Retro week amongst hundreds of coworkers for obtaining MCSE using personal time and funds, while transitioning from DBA to BI role.

Randstad Technologies (PricewaterhouseCoopers contractor) – Sr. SQL Server DBA: 03/16-05/17

- Provided L3 support for database implementation, performance tuning, throughput, optimization, security and integrity of all environments.
- Heavy emphasis on performance tuning for all supported database servers and databases.
- Adapted and excelled in a highly demanding, protocol heavy, time sensitive work environment.
- Always available to help teammates with any task regardless of ownership.
- Recognized by coworkers as a “great asset,” and praised with “extreme appreciation” in helping diagnose, resolve and improve a time sensitive performance issue involving a new application which was being presented to partners, engagement teams and clients to provide extensive funding and attribute to our team’s success.

IBM (Global Business Solutions – United States Central Command) – SQL Server DBA: 03/13-03/16

- Managed, supported and secured all of the command’s database servers and databases.
- Researched, planned and successfully implemented major product version upgrades and infrastructure reconfigurations to increase performance, efficiency and reduce costs without user interruption.
- Adapted and excelled in a highly demanding, protocol heavy, time sensitive work environment.
- Frequently interacted with senior staff to gather requirements and translate them into solutions.
- Provided complete implementation, monitoring, troubleshooting, performance tuning and security of database servers and databases in accordance with client’s technical and governmental requirements.
- Solidified myself as a “go-to” member of the Engineering Software division within first 6 months.
- Worked daily with software developers in support of their database design needs and app deployments.
- Chosen, trusted and eagerly accepted tasks outside of my realm while succeeding on each occasion.
- Recognized 3 separate times for “exemplary work” by the client’s IT Project Lead, whom oversees hundreds of staff, and subsequently recognized internally by IBM management for stellar client support.

University of South Florida (Research Technologies) – Jr. SQL Server DBA / Sr. System Admin: 08/08-03/13

- Provided Full-recovery backups of SQL DBs via daily full and hourly transactional backups.
- Implemented ‘principle of least privilege’ permissions to principals on the following SQL Server securables: Instances, user DBs, schemas, tables, views, SPs via SQL logins / Win authentication.
- Created, deployed and scheduled nightly SSIS packages and associated SQL Agent jobs for: data imports from Oracle warehouses to populate secondary data warehouse allowing department manipulation of source data for SSRS reports, and to move different data sets into multiple SQL Server environments (dev & prod).
- Led the side-by-side replacement/migration of USF’s Office of Research’s research grants reporting system, which consisted of a SQL Server 2K Ent DBs, Win Server 03 Ent and Crystal Reports frontend, to newer SQL Server 08R2 Std with SSRS and SSAS on Win Server 08R2 Ent.

EDUCATION, CERTIFICATIONS & MEMBERSHIPS

- **Master of Business Administration (MBA)**
Management, Entrepreneurship - University of South Florida
- **Bachelor of Science (BS)**
Business Administration - University of South Florida
- **Microsoft Certified Solutions Expert (MCSE), Associate (MCSA) and Technology Specialist (MCTS)**
MCSE: Data Management and Analytics
MCSA: Business Intelligence Development
 - 70-768 - Developing SQL Data Models
 - 70-767 - Implementing a Data Warehouse
 - 70-473 - Designing and Implementing Cloud Data Platform Solutions
 - 70-461 - Querying MS SQL Server
 - 70-432 - MS SQL Server, Implementation & MaintenancePower Platform:
 - PL-900 - Microsoft Power Platform Fundamentals (2022)
- **CompTIA Security+**
- **Professional Association for SQL Server (PASS)**