

DAVID BAIRD

MORE ABOUT ME



davidbaird.me



Innovative and results-driven professional with extensive experience in data analytics, cloud computing, and process optimization. Skilled in designing and implementing solutions that streamline operations, reduce costs, and enhance decision-making through the use of cutting-edge technologies like Microsoft Fabric, Palantir, and Power Platform. Proven ability to lead complex projects from concept to deployment, with a focus on building scalable applications, integrating diverse data sources, and delivering impactful reporting for executive stakeholders. Known for a client-focused approach, strong collaboration skills, and a passion for continuous improvement and digital transformation.

AT&T SERVICE EXCELLENCE AWARD WINNER



HELLO, I'M

JOB & EXPERIENCE

2006 - Present**Principal System Engineer***AT&T Business*

During tenure at AT&T, I led transformative projects that collectively delivered \$68 million in value. These initiatives spanned process automation, data integration, and strategic systems development, driving substantial cost savings, revenue growth, and operational efficiencies. Experience spans over a decade of working with cutting-edge technologies, implementing cloud solutions, and optimizing business processes in a top Fortune 15-ranked company. Demonstrated strong ability to design and deploy scalable applications, utilizing tools such as Microsoft Fabric, Power Platform, and Palantir to deliver impactful solutions that streamline operations, enhance data-driven decision-making, and support enterprise transformation. Frequently collaborated with cross-functional teams, providing technical leadership and ensuring alignment between business objectives and technology implementation.

Qualified for challenging roles with expertise in data analytics, process optimization, and cloud computing. Proven track record of integrating complex data sources, building robust reporting systems, and automating workflows to improve efficiency, reduce costs, and increase organizational agility. Adept at transforming raw data into actionable insights and leveraging modern tech stacks, making a strong fit for positions requiring strategic thinking, innovation, and technical acumen. Extensive experience in leading projects, securing funding, and driving the adoption of new technologies contributing to modernizing data infrastructure, enhancing operational performance, and creating long-term value. Known for a client-focused approach, strong

NOTABLE INITIATIVES

AT&T BUSINESS MERGE TOOL

Developed the MERGE tool as an open platform to track work across multiple teams, providing historical reporting and workload forecasting for better team sizing. Initially built on SharePoint, it evolved into a scalable Power Apps solution, streamlining processes and pioneering Power App adoption at AT&T.

STRATEGIC MARKETING INTELLIGENCE

Led the Strategic Marketing Intelligence project to unify data from AT&T and TimeWarner, creating a platform for tracking ad space marketing opportunities. Replaced manual processes with automated data collection, relational databases, and advanced reporting, delivering critical insights for Executive-level decision-making.

DXC MANAGEMENT SYSTEM

The DXC Management System replaced manual, single-threaded Excel tracking with a scalable, multithreaded web application backed by a Microsoft SQL database. Automated workflows, RPA bots, and Power BI reporting provided streamlined data updates and real-time management insights, significantly improving efficiency and decision-making.

ITIL FOR MANAGED SERVICES

As a Technical Process Engineer, I implemented ITIL-based service delivery and assurance processes to bridge gaps between enterprise customers and AT&T's tools during critical project phases. The project included developing lifecycle management manuals, integrating e-bonding solutions, supporting, and onsite visits to enterprise customers with > \$100m yearly revenue ensuring smooth transitions for complex customers.

CUSTOMER LOGOS I HAVE WORKED ON

