LEONARD R. DIXON, MBA

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CORE COMPETENCIES

Executive Education • Strategic Communication and Planning • Data-Driven Insights • Entrepreneurship • Change Management • Project/Program Management • Vendor Management • Business Process Re-Engineering • AI / BI / Data Science / Machine Learning / Large Language Models• Automation • Data Analysis • Business Statistics • Systems/Process Architect • Reporting • Data Visualization • Budgeting • Tableau • Curriculum Development • Waterfall/Agile/Scrum • JIRA/Confluence • Python, R, and C# Programming

EDUCATION

Doctor of Philosophy: Business Administration, Research: Innovation and Entrepreneurship (Graduation 2027)	University of Denver
Master of Science: Applied Data Science & Artificial Intelligence (Graduation 2027)	University of Denver
Master of Business Administration	University of Maryland
Master of Science: Database Systems Technology	University of Maryland
Bachelor of Science: Information Systems	Morgan State University
Professional Certificate: Applied Data Science and AI	Massachusetts Institute of Technology
Professional Certificate: AI Fundamentals	Microsoft Corporation

CAREER SUMMARY

AI RESEARCHER,CONSULTANT,& PROFESSOR |UNIVERSITY OF DENVER * UNIVERSITY OF COLORADO Sept 2022 – Present

- Pursed a Ph.D. in Business Administration, M.S. in Data Science & Artificial Intelligence, and various professional certifications to upskill leadership, research and technical capabilities in response to the evolving AI-driven economy.
- Mentored students across the University of Colorado Boulder (Leeds),CU Denver Business School, CU Anschutz Medical Campus and the University of Denver (Daniels College of Business) on applied AI, innovation, biotechnology, entrepreneurship, and career readiness.
- Taught across Executive Education, Doctoral, MBA, Masters, and Undergraduate programs with a focus on innovation, building AI-integrated business applications, product and project management, generative AI for business, information systems strategy, database development, business statistics, management, and entrepreneurship.
- Designed and delivered curricula that integrated APIs, C#, Python, SQL, R Studio, SQL databases, Scikit-Learn, PyTorch, Numpy, and cloud platforms (Azure, AWS, Google Cloud) into practical business solutions, Nvidia Jetson Orin Nano, Arduino, Edge AI
- Led interdisciplinary initiatives aligning business education with data science, machine learning, emerging technologies, and real-world digital transformation.
- Provided consulting services to university internal departments and external business partners for topics in applied artificial intelligence, data science, applied statistics, and system design to bring clarity to ambiguous business problems

SR. PROJECT MANAGER, PMO | WALT DISNEY MUSIC GROUP | ENTERTAINMENT Apr 2022 – March 2023

- Strategized with senior management to improve on business processes and improve collaboration for fintech systems.
- Developed and executed strategies in collaboration with senior management to streamline business processes, resulting in a 25% increase in efficiency.
- Provided organizational leadership by working closely with Music Accounting and Finance executives, product teams, and engineering teams to resolve complex challenges, resulting in successful product launches and improved customer satisfaction.
- Established open and transparent communication channels by engaging in regular 1:1 meetings with executive team members, data engineers, and stakeholders, resulting in increased collaboration and trust.
- Worked with executive stakeholders to develop and optimize project plans, including KPIs, timelines, and deliverables, resulting in successful project outcomes and increased team efficiency.
- Led Roadmap planning sessions and developed program plans with parallel workstreams or projects, resulting in clear alignment of team priorities and successful project outcomes.
- Improved communication and collaboration between multiple program managers, project managers, and product owners by coordinating team efforts, resulting in improved project outcomes.
- Monitored and adjusted program plans to respond to unplanned changes, ensuring program progress and successful project outcomes.
- Proactively identified and mitigated risks, as well as developed contingency plans and resolutions for issues, resulting in minimized project disruptions and successful project outcomes.
- Managed work intake and resource allocation for 5 teams and 27 global team members, resulting in optimized team efficiency and increased productivity.
- Cultivated a team-oriented, problem-solving culture that focused on empowering team members to be efficient, resulting in increased team morale and productivity.
- Collaborated with cross-functional teams to maintain work backlogs, standardize team processes, and create KPIs to track team/vendor performance and ensure quality, resulting in successful project outcomes and increased customer satisfaction.

PROJECT MANAGER, PMO | HBOMAX,WARNER MEDIA | ENTERTAINMENT Oct 2021 – Jan 2022

- Exercised organizational leadership by working with Marketing and Content Intelligence executives, product and engineering teams to resolve complex and critical challenges.
- Facilitated Roadmap planning sessions and converted Roadmaps into Interactive Tableau Reports for easy project monitoring.
- Strategized with senior management to implement Agile/Scrum processes and supporting technology that aligned with organizational visions.
- Acted as a Scrum Master for 3 teams (20 global team members) to drive operational effectiveness and efficiency.
- Cultivated a team-oriented, problem-solving culture that focused on empowering members to be efficient.
- Worked with executive stakeholders to develop/optimize multiple project plans including KPIs, goals, timelines and deliverables.

- Collaborated with Data Engineering, Product, Program and cross-functional teams to maintain JIRA Backlogs, standardize team processes and created KPIs used to track team/vendor performance and ensure quality.
- Helped drive planning, coordination, and execution of strategic initiatives.
- Organized and facilitated the development, alignment and maintenance of project timelines and scope.
- Created executive dashboards and analytic reports in Tableau for project data analysis.
- Identified risks and blockers to projects and communicated solutions to leadership for transparency and to suggest a forward path.
- Translated both business to technical and technical to business requirements.
- Integrated project data from JIRA for decisions makers into Tableau Reporting.
- Negotiated with stakeholders and technical teams to define and architect project plans and new strategies to meet objectives.
- Engaged regular 1:1 with Data Engineers and their stakeholders to discuss technical work, ideas for team optimizations, and to build rapport and support an open transparent culture.

PROJECT MANAGER | APPLE TV + | ENTERTAINMENT Mar 2021 – Sept 2021

- Worked with executive stakeholders to develop/optimize multiple project plans including KPIs, goals, timelines and deliverables.
- Collaborated with the PMO office to standardize team processes and KPIs used to track team/vendor performance.
- Helped drive planning, coordination, and execution of strategic initiatives.
- Organized and facilitated the development, alignment and maintenance of project timelines and scope.
- Created executive dashboards and analytic reports in Tableau for project data analysis.
- Identified risks and blockers to projects and communicated them to leadership for transparency.
- Worked with executive stakeholders to document goals and processes of functional and technical teams for optimization.
- Translated both business to technical and technical to business written and verbal communications.
- Lead and managed process optimization and promoted commonality in processes and tools for 22 global team members
- Coordinated and improved testing activities to ensure organized and proper deployments of enhancements and support requests.
- Served as a resource to cross-functional Project Managers to educate and assist them with implementing project management processes.
- Ensured project control systems were in place.
- Integrated project data for decisions makers in Wrike and Tableau.
- Organized and executed virtual team bonding and activities to increase team bonding and to create a balanced environment.
- Negotiated with stakeholders and technical teams to define and architect project plans and new strategies to meet objectives.
- Responsible for configuring and updating project management systems and tools for all upcoming projects.

PRODUCT OWNER/PM/TEAM LEAD| BLUESHIELD OF CALIFORNIA | HEALTHCARE Jan 2018 – Dec 2020

- Worked with Accounting, Finance, HR, and Medical executive stakeholders to document goals and processes of cross-functional teams to streamline Enterprise Data Analytics and Web Applications. Official title was SQL Applications Manager.
- Built relationships at all levels of the organization to be establish as a trusted advisor.
- Analyzed and documented business processes by creating Visio Diagrams to identify trends , spot opportunities to increase efficiency and to reduce Cyber Security Risks.
- Negotiated with stakeholders and technical teams to define and architect project plans and new strategies to meet objectives.
- Facilitated and built relationships with vendors to identify offshore/onshore resource needs.
- Worked with venders to establish clear project budgets, goals, expectations, and statements of work.
- Hired, coached and managed 10 onsite and remote engineering/QA/BA team members with AGILE and Waterfall projects (JIRA, Confluence, GRID, Service Now, SCRUM, C#, asp.net, Java, JavaScript, Oracle, MSSQL,SQL Queries, Telerik, SSIS, SSRS, Visual Studio, Web Services, Access Database), Analytics and BI-Reporting (SSRS, Business Objects) , data integration, and business documents (mock ups, PowerPoint Presentations, Visio Diagrams).
- Worked as a Scrum Master /Product Owner for different project teams and submitted Service Now tickets to handle request between other teams.
- Ensured clear reporting of project statues for stakeholders including timelines, milestone tracking, budget status, risks and issue identification.
- Coached business stakeholders with optimizing their SQL Queries for faster reporting and more accurate analysis
- Provided hands-on developer assistance to technical teams when extra resources were needed for C# programming of web applications.
- Represented project teams in internal and external audit reviews.
- Worked with cyber security teams to enhance web applications to meet evolving federal and state standards.

SR. BUSINESS ANALYST/PRODUCT OWNER|SONY PICTURES ENTERTAINMENT|ENTERTAINMENT/MEDIA July 2017 – Mar 2018

- Partnered with Sony Pictures Asset Management Group to assist with migrating from a legacy Asset Management Platform to Riversand's Web-Based Digital Asset Management and Master Data Management Platform using the Scrum/Agile process.
- Ran daily stand-ups with 3rd Party Vendor Riversand to facilitate tasks, communication with stakeholders and clarify requirements and performance expectations.
- Created and managed User Stories / requirements , functional specifications, Visio Diagrams, Mock-Ups, and Wireframes for Product Owners, Software Engineers and QA Engineers.
- Spearheaded training programs to coach and mentor executive and cross-function team members on Riversand MDM Custom Development Module.
- Facilitated software training workshops with all levels of the organization to understand Riversand's Web Custom Development Module.
- Negotiated with Product Owners and Technical Members by creating prototypes, using analytical and data science tools to explain complex ideas and requests (SQL, T/SQL, PL/SQL, Tableau, Python, Excel, VBA, Macros, Access, JIRA, Confluence).
- Partnered with cross-functional BSAs and executive team members to develop and administer Regression and Integration Testing, User Acceptance Test (UAT), and Selenium / Robot Framework Automated test scripts.
- Provided guidance/direction to technical delivery teams for deployments, integration testing, and sign offs; created KPIs to measure success.
- Configured and troubleshoot Riversand's Asset Management Platform to maintain data governance.
- Created business artifacts as needed: business cases, requirements, wire frames, user stories, use cases, test cases, product backlog, project budgets, capital requests, forecasts, workflow diagrams, training documents, Excel, Word, Power Point, Audit and status reports.

SR. BUSINESS ANALYST | THE WALT DISNEY COMPANY |ENTERTAINMENT/MEDIA AUG 2016 – July 2017

- Collaborated with onshore and offshore Accounting and Finance stakeholders to understand business processes, goals and gaps to enhance their SAP/MicroStrategy Financial Analytics and Sales/Royalty Reporting Systems.

- Created business artifacts as needed: user stories, business cases, requirements, wire frames, use cases, test cases, project budgets, capital requests, forecasts,Visio workflow diagrams, training documents, Excel, Word, Power Point, Audit and status reports.
- Identified financial analytic solutions that helped Accounting/Finance analyst be more efficient and produce more accurate reports.
- Developed, oversaw, and managed requirements and functional enhancement specifications for Agile projects.
- Partnered with 3rd Party Vendor (TCOE) to develop software, administer Integration Test and User Acceptance Test (UAT) approaches, scripts and test plans.
- Worked with Project Manager Vendors, internal IT, and business users to ensure requirements and company goals were being met.
- Provided guidance to vendor's technical delivery teams for deployments, tool testing, and sign offs.
- Partnered with stakeholders and team members in monthly, quarterly, and yearly financial cycles (forecasting, reporting) and supported MDM efforts (Master Data Management)
- Worked with process owners to resolve any data issues by creating prototypes and using analytical and data science tools (SQL,T/SQL, PL/SQL, MicroStrategy 9/10, Tableau,SAP,SSIS, Informatica)

SR. BUSINESS ANALYST | AT&T/DIRECTV ENTERTAINMENT|MEDIA MAR 2016 – JUL 2016

- Created business artifacts as needed: user stories, business cases, requirements, wire frames, use cases, test cases, project budgets , capital requests, forecasts, workflow diagrams, training documents, Excel , Word, Power Point , Audit and status reports.
- Liaison between the marketing and technology departments (on-shore / off-shore) for Marketing and Promotion Analytics Reporting System projects: Hortonworks Hadoop (Big Data), Business Intelligence/Analytics, Data Warehouse, Master Data Management, Micro Strategy, Tableau, TeraData , Qlikview, and Omniture projects.
- Assisted project managers as a backup project manager and as the voice of the business for process re-engineering projects.
- Facilitated meetings with stakeholders and cross-functional team members to get agreements on business cases.
- Evaluated new development requests by meeting with stakeholders and asking the right questions to avoid unnecessary project risks.
- Performed quantitative analysis to provide insights and actionable recommendations to marketing stakeholders and supported MDM efforts (Master Data Management).
- Analyzed complex queries and wrote T/SQL and PL/SQL queries to research data patterns discrepancies found by business.
- Participated in nationally broadcasted training videos for AT&T University/Samsung about current trends in entertainment technology.

SR. BUSINESS ANALYST | THE CITY OF SANTA MONICA |GOVERNMENT FEB 2016 – MAR 2016

- Liaison between the City Manager's Office and technology department to discuss roadmaps for Tableau / Azure Cloud Based Data Science/Business Intelligence projects using Microsoft's (MS SQL,T/SQL, PL/SQL SSIS, SSRS, SSAS, SharePoint).
- Gathered business requirements from business stakeholders and internal customers to create High-Level Documentation: Workflow Diagrams, Visio Diagrams, Excel Documents, and Word Documents.
- Analyzed current business processes from each of the city's departments to identify which processes can be re-engineered with technology and to benchmark improvement performance.
- Evaluated city department's reports to the City Manager's to create data mapping documentation.

SR. TECH BUSINESS ANALYST / BIG DATA, BI| TIME WARNER CABLE | ENTERTAINMENT/MEDIA Apr 2015 – Dec 2015

- Liaison between the business and technology departments for Financial Analytics and Sales Reporting Systems Scrum Big Data/ Data Analytics and business re-engineering projects.
- Created user stories, functional documents and Visio diagrams to translate business requirements into project documentation.
- Led project meetings, proposed new solutions and implemented new workflows to maximize productivity.
- Utilized data analyst techniques to cleanse and find data patterns for ad-hoc Micro-Strategy and SSRS reports.
- Participated in the evaluation, redesign, and modification of existing SSIS logic to support change, improve system performance and for master data management.
- Created and modified complex algorithms using T/SQL and PL/SQL Queries, stored Procedures, and Architected ETL solutions using SSIS.
- Supported MDM efforts (Master Data Management)
- Utilized Microsoft BI suite/SQL Data Tools: C#, .NET, Java, SQL Server, Oracle, NETEZZA, Teradata, SSIS, SSAS, web services, Visual Studio 2012-2104, Agile Project Management: Scrum, Jira, and SVN

INFORMATION TECHNOLOGY DIRECTOR | CLIFFWATER LLC | FINANCIAL INDUSTRY Aug 2012 - Nov 2014

* Led senior-level meetings to determine high-level requirements, created technology to increase productivity and developed analytical internet/cloud applications

- Created functional and Visio diagrams to translate verbal requirements into process documentation.
- Developed, directed and managed the software development lifecycle process: analysis, research, architecture and design, implantation, testing, deployment and maintenance.
- Managed software licensing and vendor agreements and negotiated contract to keep development cost low
- Hands-on software development utilizing MS Azure and BI suite: C#, .NET, Java, SQL Server, SSIS, web services, VS 2012, Agile Project Management.
- Maintained knowledge of HTML, CSS, JavaScript and web-based solutions in addition to technology standards, industry trends, new technologies and development.
- Created a web portal migrating other software vendors to create SSRS reports and for ETL.
- Oversaw that the engineering team was equipped to resolve system issues around the clock.
- Improved system process from 30- 90%, depending on the project.

LINKS

- Business & AI Research Paper published by Hawaii International Conference on System Sciences:
  - https://scholarspace.manoa.hawaii.edu/items/b3b177f0-6d10-4432-ab45-d47efe0bd77f
- Forbes Magazine Interview about AI and Business:
  - https://www.forbes.com/sites/joemckendrick/2024/01/16/ai-as-business-partner-dispensing-advice-handling-the-paperwork/
- University of Denver Raising Researcher Article:
  - https://daniels.du.edu/blog/featured-researcher-leo-dixon/
- CBS News Interview with Leonard's University of Colorado students about their interdisciplinary music business project:
  - https://www.cbsnews.com/colorado/video/meet-some-of-the-hardcore-denver-broncos-fans-from-this-seasons-orange-zone-reports/