Roberto Ortiz Bautista.

CX Process Expert | Oracle CX Architect Solutions | Oracle CX Functional Expert
35 years Old.

- 8 Years as a CX Oracle Consultant.
- 5 Years as a Consultant for Online Business.
- 7 years as IT Project Manager.
- 12 years as Process IT Consultant (Analyst, Architect, Sales & Presales).

Certifications:

- Oracle Siebel 8.0 Integration Champion Assessment
- Oracle Siebel CRM 8.0 Sales and Marketing Implementation Champion Assessment
- Oracle Certified Expert, Business Analyst
- Oracle SOA Suite 11g Certified Implementation Specialist
- Oracle Certified Expert, Customer Relationship Management 8 Business Analyst
- Oracle Fusion CRM: Sales Certified Implementation Specialist
- Oracle SOA Suite PreSales Specialist
- Oracle SOA Suite Sales Specialist

Knowledge:

- English 85%
- Project Management Institute. Standard use.
- Wide Knowledge on Customer Experience Solutions.
- Expert on Process Business Analyst.
- Management Skills.
- eCommerce.
- Google Analytics, Adwords, Adsense, Best Practices.
- SEO, Writer Content, Content Manager, Social Network Strategies, WordPress, Graphic Design, Marketing
- Online Marketing, Marketing Strategies, Email Marketing, Social Marketing.

(2019-2021)
BAC
CX Consultant

- Technical Lead for project
- In charge of the Oracle PRM Cloud Implementation.
  - Analysis
  - Project Management.
- In charge of the CX Process and technology.
- Business Process Analyst.
- Workflow Process Definition & Business Rules developer.
- Data Analyst for performance improvement.
- CX Solution and best practices consultant.
- OIC Implementation
- Visual Builder UX Dev
- IDCS Configuration Security

(2018-2019)
Solistica - FEMSA
Architect Solution & Functional Business Analyst
- Customer Experience Journey Assessment.
- In charge of the Oracle Sales Cloud Implementation.
  - Analysis
  - Project Management.
- In charge of the IT Commercial Area Support.
- In charge of the CX Process and technology.
- Business Process Analyst.
- Workflow Process Definition & Business Rules developer.
- Data Analyst for performance improvement.
- CX Solution and best practices consultant.

(2017-2018)
Coope Servidores Costa Rica
Technical Lead & Architect for Sales Customer Journey
- Customer Experience Journey Assessment.
- Current Process Business Analysis.
- Re-Definition of Business Process.
- Workflow Process Definition & Business Rules with Oracle Sales Cloud.
- Eloqua Analysis integration.
- Right Now Analysis integration
- Communication Design with 3rd Party systems.
- Integration definition 3rd Party applications.

Oracle (Abril 2009 – 2016)

PROJECTS:
MEDIX
Functional & Analyst & Cloud CX Solutions & Project Manager
- Definition of Business Process
- Communication Design with other systems.
- Definition of Workflow & Business Rules with Oracle Sales Cloud.
- Implementation of Sales Cloud
- Implementation of Marketing Cloud
- Implementation of Social Cloud
- Integration between applications.

EL UNIVERSAL
Functional & Analyst & Cloud CX Solutions & Project Manager
- Definition of Business Process
- Communication Design with other systems.
- Definition of Workflow & Business Rules with Oracle Sales Cloud.
- Implementation of Sales Cloud
- Implementation of Marketing Cloud
- Implementation of Social Cloud
- Integration between applications.

SKY
Functional & Technical & SOA Designer & Project Manager
- Definition of Business Process
- Communication Design with other systems.
- Definition of Workflow & Business Rules.
- Analysis & agreement for development & production environments.
- Analysis of Business process (Accounts).
- Analysis of Business process (Service Request).

- Analysis of Business process (Order Management)
- Analysis of Business process (Contacts)
- Analysis of Business process (Prospects) Analysis & design of integration process. Integration between all telco suit: Siebel-AIA-legate systems-SAP-Metasolv-OSM-BRM Error management Notifications.
  Human tasks & workflows
- BPM process
- Definition and analysis of new requirements
- Definition of Integration Services.
- Support on Creation of Actual Process Documentation (AS IS) and future Process (TO Be)
- Development of Technical Documents typifying operation issues.
- In charge of re-engineering of Contract System (SEC) Analysis & agreement for development & production environments.
- Project Manager of SEC's Project.
- Definition of BAM monitors.

TELCEL
Technical and Functional Lead (Siebel)
- Analysis of Business process (Siebel Marketing)
- Definition and analysis of new requirements
- Support on Creation of Actual Process Documentation (AS IS) and future Process (TO Be)
- Development of Technical Documents typifying operation issues.
- In charge of the GAP'S implementation of Siebel Marketing.
- Implementation of Notifications system using Siebel Custom Developments.

Cablemas
Functional Leader
- In Charge as a Leadership of Installation and Implementation of Siebel 8.1 in Linux RedHat 4.
- Analyst of the Technical Requirements for the installation
- Support on Creation of Installation Process Documentation (AS IS) and future Process (TO Be)
- Creation of installers with Siebel install Image.
- Installation of Siebel Servers on Linux 4.
- Installation of Siebel Gateway on Linux 4.
- Installation of Siebel Web Server Extension.
- Load Balancing of Siebel Servers.
- Deploy of the Siebel database.
- Support for the configuration of Ldap
- Configuration of e-Communications and e-costumer.
- Performance of the Application after Installation

BANK INTERACCIONES.
Functional & SOA Designer & Project Manager
- In charge of integration process & creation of policy content management (UCM).
- Analysis of Business process (WCM).
- Definition and analysis of new requirements
- Support on Creation of Actual Process Documentation (AS IS) and future Process (TO Be)
- Development of Technical Documents typifying operation issues.
- In charge of the GAP'S implementation of content management.
- Coaching & management of SOA Consultants

ROSHFRANS.
Functional, SOA Designer, Project Manager
- In charge of integration process.
- Analysis & agreement for development & production environments.
- Analysis of Business process (Sales Orders).
- Analysis of Business process (Account management).
- Analysis & design of integration process.

- Integration eBS-Siebel-PDA's
- Error management
- Notifications.
- Human tasks & workflows
- Definition and analysis of new requirements
- Definition of Integration Services.
- Support on Creation of Actual Process Documentation (AS IS) and future Process (TO Be)
- Development of Technical Documents typifying operation issues.
- In charge of the GAP'S implementation of re-engineering
- Desarrollar servicios del proceso de negocio.
- Diseño interfaz de comunicación con otros sistemas como SIEBEL.

Diseño y desarrollo de Workflows con Oracle SOA Suit y reglas de negocio basados en casos de uso.

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SISTEMA DE AGUAS DE LA CIUDAD DE MÉXICO
Technical and Functional Lead (Siebel)
- Analysis of Business process (Siebel Communications and Energy for Public Sector)
- Definition and analysis of new requirements
- Support on Creation of Actual Process Documentation (AS IS) and future Process (TO Be)
- Development of Technical Documents typifying operation issues.
- Design and Construction of XML Publisher Reports and integration using OBI Applications (Service Analytics)
- In charge of the implementation of:
- Siebel Service,
- Siebel CTI,
- CCA Integration with Siebel
- OBBIE APPS Integration with Siebel.
- In charge of Siebel User's Training.
- Implementation of paperwork system using Siebel service.
- Script's Creation for business process (eScript).
- Creation of Business Services for packing of the required functionality for many Siebel Process and allow automate waves decreasing error margin and making easier the use of the application for final user (call center)
- Workflows creation in order to automate the creation of activities related with water's paperwork
- Workflows creation for the e-mail remittance using Siebel Workflow and Business Services out of box for communications (monitors and execute periodically using recurrent Jobs)
- integration of Siebel CTI with Oracle's Contact Center Anywhere platform
- Chat Integration.
- Integration of phone.
- Email Send Configuration from Siebel

ERNST & Young México
Functional Leader
- In Charge as a Leadership of the functional Implementation of Siebel 8.0 Campaigns
- Business Process Analyst
- Analysis and definition of new requirements.
- Support on Creation of Actual Process Documentation (AS IS) and future Process (TO Be)
- Mapping of the required fields from marketing area for the segmentation data.
- Development of the data visibility as per client requirements(Organizations, Divisions, position, responsibilities)
- User's training for the new Siebel Process.

AFIANZADORA ASERTA
Technical and Functional Lead (Siebel)
- In charge of Claims Functional implementation and rule's motor based on Java.
- Business Process Analysis for the new legal system.
- Definition and Analysis for new requirements.
- Support on the creation of documentation for the actual process (AS IS) and the future process (TO Be)
- User's training for the new Siebel Process application.
- Development of Technical Documents typifying operation issues.
- Design and construction of Oracle 10g reports in Oracle Reports
- New Legal Siebel System implementation on Siebel Financials 7.8 (Claims)

- Global Application modification.
- Script's Creation for business process (eScript).
- B Service's Creation and modification for the business process.
- Definition with the architect of the integration architecture between java and Siebel motor rules
- Custom Business Services creation (eScript) that receives PropertySets from Java and integrate them in Siebel to create registers using Siebel's Object Manager.
- Creation of a "rule's motor" based on Siebel eScript and Java to control all changes in rules of Legal process. This motor was made to avoid Siebel SRF's changes, because of the constant changes of the Legal Rules.
- Workflow creation for the email remittance using Siebel Workflow and default Business Service Communications (monitors execute periodically using recurrent Jobs)

- Support on the implementation and Testing of Loading Data using EIM.
  - o Accounts
  - o Contacts
  - o Addresses
  - o Asset
  - o Claims