Marshall R. Parker, Jr.
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Professional Experience

PepsiCo, Plano, TX   2009 – Present

Global Data Architect & Technical Solution Architect, ServiceNow Enterprise Platform   2021 – Present

Led data governance and architecture for ServiceNow as a Platform for PepsiCo. Provided solution design and guidance for all new products and all enhancements to existing products on the Platform to ensure best practices and guardrails are followed by all product teams.

- Technical Solution Architect for implementation of CSDM 4.0 (Common Services Data Model)
- Defined Data Strategy and Governance for onboarding of multiple ServiceNow Modules including APM, DPM, SPM, HRSD, GRC, Safe Workplace and SecOps Incident Management
- Embedded in project team for a Global Business Services project to deliver ESM (Enterprise Service Management) providing a renewed Service-first portal and data structure built on ServiceNow
- Partnered with ServiceNow Success engineers to identify and implement updates to improve platform quality and remediate performance issues through periodic Health Reviews, Best Practice Scans and Get-Well plans
- Defined data archive strategy to account for both on-platform and off-platform data retention
- Core member of Technical Review council, reviewed every product, feature and user story for applicability to the ServiceNow Platform and ensure best practices and guidelines are followed by DevSecOps teams
- Delivered Data Governance for design and build of several custom ServiceNow applications, such as OT Asset Management, Commercial Sales and Marketing & Insights

Data Architect, ServiceNow Enterprise Platform   2018 – 2020

Designed and implemented an overall data strategy and governance for ITSM Transformation to migrate from legacy toolset to an enterprise ServiceNow system and related ecosystem. Designed data structures and reviewed governance for all expansion of ServiceNow Enterprise Platform to ensure consistency of standards.

- Delivered Data Strategy and Governance for ITSM Transformation
- Was a member of the Core Project Team to implement ServiceNow ITSM at PepsiCo, including oversight of all data cleansing and conversion for Master Data (including a CMDB of over 4 Million CI's)
- Defined data normalization and cleansing processes to ensure an evergreen system and trained team members on these processes
- Partnered with ITOM team to implement Discovery of 5 global data centers & thousands of field locations
- Partnered with ITOM team to design data governance process for implementing Service Mapping on business-critical applications
- Implemented CSDM 2.0 (Common Services Data Model) framework and led knowledge sharing workshops with stakeholders

BIS Global Analytics & Data Specialist, Global Service Management   2014 – 2017

Team Lead for GSM Data & Reporting teams. Responsible to define and deliver GSM Reporting & Data Warehouse strategy, provide day to day direction for a team of 5, and deliver critical Data Analysis and Reporting capabilities for Service Management & BIS leadership.

- Delivered Data Warehouse to support Global Service Management reporting for all Sectors
- Integrated GSM Data Warehouse with PPM Data Warehouse to provide cross-function reporting capability
- Partnered with local & global BIS teams to improve Service Management capabilities across multiple processes
- Led team in day to day execution & mentored individual team members to expand their skill sets
- Was a member of the 2015 BIS Think+2 leadership project that proved out the use case for introducing TBM to the Organization

Additional Accomplishments

- Participated on the Cheesy Riders employee resource group committee. Led our cycling team to medal 5 out of the last 6 years with the Richardson Corporate Challenge bike race. Delivered a refreshed CheesyRiders.org website in 2016.
- Continued to be sought out as a subject matter expert in data analysis with Excel.

BIS Global Analytics Associate Specialist, Global Project Management Group   2013 – 2014

Responsible to define, develop and deliver a comprehensive GPMG Reporting Strategy. The reports enable improvements in Project Management capability, efficiency and maturity across the Global Technology Services portfolio.

- Delivered detailed compliance reporting that has been extended by the EPMO group to additional BIS teams
- Supported migration to HP PPM tool for all Project management efforts, including dual maintenance of portfolio reports during the transition period (March – December 2013)
- Partnered with Sector PMOs to deliver reports supporting the Global portfolio of Infrastructure projects
- Partnered with multiple business and technical teams to bring data and reporting improvements to the AOP Planning cycle
- Executed the Period Financial Forecasting process, including maintaining cross charges to other projects for Project Management Services

Additional Accomplishments

- Participated on the Cheesy Riders employee resource group committee. Led our cycling team to 2 consecutive Gold Medals in the Richardson Corporate Challenge bike race, partnering with the CONN3CT ERG and associates from multiple divisions.

- Actively participated with the PEPnet Pro program to drive use and adoption of PEPnet & other Collaboration tools. Embraced knowledge sharing by offering training, 1:1 help and active engagement with community forums.
- Created the PepsiCo Excel User Group, led adoption to 250+ Global users and built a leadership team to continue improving this community user group.

BIS Conversion Team Lead, Project ReNew   2011 – 2013

Lead a team of 7 resources through Realization Design, Test, Final Prep and Cutover phases for all data conversions from Oracle R11.0.3 systems to Oracle R12 as part of the $75MM project to update the Frito-Lay purchasing and financials engine. Project delivered on-time at the end of 2012, and successfully completed all turnover activities to baseline support.

- Partnered with Accenture to lead a diverse team consisting of both on-shore & off-shore resources
- Created detailed conversion test schedules for each phase of the project and coordinated with Project Manager to incorporate into the overall project plan
- Drove significant performance improvements to ensure a successful deployment by reducing downtime requirements from initial estimates of > 100 hours to final plan of 45 hours.
- Partnered with multiple business and technical teams to bring continuous time and quality improvements to the data conversion process and ensure on-time delivery of the Project

Additional Accomplishments

- Participated on the Cheesy Riders employee resource group committee. Led our cycling team to a Gold Medal in the 2012 Richardson Corporate Challenge bike race, partnering with the CONN3CT ERG and associates from multiple divisions.

BIS Conversion Team Lead, One Up Release 7   2009 – 2011

Responsible to lead a team of 9 resources through development, testing and deployment of the Release 7 project to convert data from various legacy FLNA systems into the enterprise SAP ERP solution. Led a successful deployment effort of the R7 master data into production in October 2011, and supported rollouts of transactional data with deployments through the end of 2011.

- Designed conversion build, test and fix processes for the team and peer-reviewed code to ensure quality
- Drove performance improvements across the data conversion effort to reduce the deployment time by 45%, from initial estimates of 21 days to final deployment of 11.5 days.
- Partnered with BIS technical teams and outside consultants to drive improvements to the customized Ab Initio ETL tool chain
- Partnered with Frito-Lay business teams and the DMO organization to build alignment and coordination between teams

MazeSoft, Plano, TX   1997 – 2009

Entrepreneur / Small business programming consultant

Provide software solutions to small business and religious organizations with custom programming and development work.

- Designed software solution for church youth groups to track attendance and collect demographic info from their students
- Helped client overcome data visualization challenge by designing a custom web reporting and dashboard framework
- Design, program and support customizations of off the shelf software and creation of fully customized solutions

Rose International, Chicago, IL   2006 – 2009

Data Conversion Analyst, Consultant to PepsiCo, Inc.

Provided solutions to improve the extract, transform and load processes for multiple releases of the One Up initiative. Designed and programmed data conversions to translate data from multiple legacy systems into a common enterprise SAP ERP solution utilizing multiple ETL toolsets.

PepsiCo, Plano, TX   2003 – 2006

BIS End User Services Sr. Analyst, .NET & MS SQL Sr. Programmer   2003 – 2006

Designed, developed and supported multiple asset management tools for the BIS End User Services team to support and enhance tracking of company resources across all U.S. divisions.

- Deployed asset tracking systems that maintained inventory of 30M+ PCs, 16M+ Handhelds and 4M+ Servers
- Designed and developed the Equipment Ordering System that manages all computer equipment orders across the U.S.

Kelly IT Resources, Winston-Salem, NC   2002 – 2003

Consultant to PepsiCo, Inc., .NET & MS SQL Programmer

Programmed and supported new Asset Tracking and Equipment Ordering Software for PepsiCo, saving the company over $1MM by replacing the existing legacy application and support model. Manage complete life-cycle for all computer asset inventories at the Winston-Salem, NC location for over 800 resources.

ARC, INC., Winston-Salem, NC   2000 – 2002

Consultant to PepsiCo, Inc., IMAC Admin
Manage complete inventory of all computer assets at the Winston-Salem, NC location (800 resource location plus the data center).

Renaissance Worldwide, Winston-Salem, NC   1999 – 2000

PC Support Technician II for Wake Forest University Baptist Hospital
Inventory, stage and install all computer assets for hospital and supporting locations. Control $1MM+ inventory of assets waiting to be deployed. Aided network services team in multiple projects (i.e. Token-Ring to Ethernet conversion and IP subnet reassignment)

Certifications and Skills

ServiceNow Certified Application Developer (Certification 23545632**)**	2022
ServiceNow Certified Implementation Specialist – Service Mapping (Certification 21239021**)**	2020
ServiceNow Certified Implementation Specialist – Discovery (Certification 21238982**)**	2020
ServiceNow Certified System Administrator (Certification 21238975**)**	2020
ITIL CSI	2016
ITIL Foundations	2015
MCAD / Microsoft Certified Application Developer, .NET/C#	2005
MCSE / Microsoft Certified Systems Engineer, Windows NT Server 4.0	1999
CompTIA A+	1999

Soft Skills: PepsiCo Software Life Cycle Methodology, Project Financial Management, Facilitation, Conceptual Selling, Knowledge Sharing/Collaboration, Functional Solution Design, Written & Verbal Communication and Leading Change.

Technical Skills: Programming Languages – Proficient with C#, .NET, HTML, ASP, T-SQL, C. Capable with PHP, XML, C++ and JavaScript.
Enterprise Applications – Proficient with IBM Connections. Capable with SAP MM, IM, OM and Oracle Financials.
Business Applications – Proficient with all versions of Windows (All versions of Windows Client & Windows Server), All Microsoft Office Applications (Excel, Word, Power Point, Visio, Project and Access), ETL Tools (Ab Initio, Cranberry, T-SQL, MS-SQL), Business Intelligence & Visualization Tools, UNIX/LINUX and Mac OS.