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Areas of Expertise

Industry:
- Insurance
- Telecommunications
- Healthcare
- Financial Services

Functional:
- Project / Program Management
- Resource Management
- Demand Management
- Portfolio Management
- PMBOK-based Methodologies
- Requirement Elicitation
- Service Oriented Design Methodologies
- Knowledge Management
- Technical Documentation

Technical:
- Report Design and Development
- Database Design
- Database Automation
- UI Design and Development
- System Integration
- System Interface Re-engineering

Toolkit:
- Clarity 7.x, 8.x, 12.x
- CAPA
- SQL / NSQL
- GEL Scripting
- XOG / XML
- Business Objects XI
- TIBCO BusinessWorks 5.x
- VBA / VB Script
- RequisitePro
- AuthorIT
- Camtasia, SnagIT
- Microsoft Access
- Microsoft Project
- Microsoft Visio
- Microsoft Office

Wes McCoubrie
Managing Principal

Wes is the founder and managing principal of W Consulting, a management and information technology consulting organization headquartered in the Philadelphia metro area. In his nine years of consulting, Wes has developed a broad knowledgebase working with diverse clients, technologies, and industries. From requirement development in London to network security in Virginia, his experiences altogether have focused on providing valuable deliverables regardless of client environment. In his most recent engagements, Wes has focused on helping his clients realize the full potential of CA Clarity within the areas of project, resource, and portfolio management.

Prior to W Consulting, Wes was a manager with Washington Consulting's Enterprise Integration Services team and a consultant in Cap Gemini Ernst & Young's Telecommunication, Media, and Networks business unit.

Relevant Project Experience:

ACE Insurance – Corporate and Consumer Insurance Company

CA Clarity Global Product Lead (2009)
- Responsible for the development and execution of a five-year, strategic roadmap for the application that positioned CA Clarity as a critical planning and communication hub for ACE's global IT departments.
- Implemented custom objects and processes that provided a streamlined, self-serve model for the submission, data exchange, and tracking of infrastructure requests.
- Integrated CA Clarity with ACE's various other administrative applications, including Jira (ticketing), Contraxx (contract management), and Apptio (financial forecasting).
- Led the evaluation and implementation of Business Objects (Crystal, WEBI, and Xcelsius) as CA Clarity's global reporting platform. Roll-out involved development of custom Universes, migration of existing reports, and end-user training.
- Leveraged custom fields, reports, and XOG uploads to align CA Clarity with ACE's annual and ad-hoc governance reviews.
- Configured CA Clarity's Demand Management module to serve as the business-driven queue for project requests, their associated review, and conversion.
- Continued to provide maintenance and production support for existing user community, including mentoring sessions, troubleshooting, basic administration, and upgrade support (7.5 to 8 and 8 to 12.1). Several key administrative processes were outsourced to India-based resources.

Wes McCoubrie

Speaking Engagements:
- Clarity Mid-Atlantic User Group (New York, 6/09)
- CA World 2008 (Las Vegas, 11/08)
- Gartner PPM Road Show (Iselin, 5/08)
- Clarity Mid-Atlantic User Group (Baltimore, 4/08)

Educational Background:
- University of Virginia, 2001
- BS in Systems Engineering
- Graduated with High Distinction

Personal Notes:
- Played club baseball at UVA and, after graduation, managed the National Club Baseball Association's Mid Atlantic Region.
- Taught high school physics and chemistry to special education students in 2001-2002.

Global Outsourcing Integration (2008)
- Led a global initiative that introduced Clarity as a critical tool in ACE's Vendor Management Office, leveraging its functionality to monitor and manage contractual requirements of two major outsourcing providers.
- Gathered functional requirements through facilitated sessions with the VMO, PMO, project managers, portfolio managers, resource managers, and executive stakeholders.
- Developed and implemented technical requirements within Clarity, which included major organizational changes as well as Studio-based screen configurations.
- Helped define and implement an XML-based interface between the providers and Clarity to automatically upload off-shore effort and cost.
- Created and facilitated global integration training for all ACE retained staff. Training included instructor-led classes, small group working sessions, and self-paced orientations.

CA Clarity Enterprise Deployment (2006)
- Worked in conjunction with ACE's newly created Project Management Office to gather enterprise-wide requirements for Clarity and its major modules: Time Tracking, Project Management, Resource Management, Financial Management, and Portfolio Management.
- Configured the standard Clarity installation to integrate with and support the adoption of ACE's project management methodology. This involved the development of custom portlets and views for all roles, including CIOs.
- Managed the overall deployment, associated change management effort, and regional maturity roadmap as Clarity was implemented within each of ACE's operational regions: US, Europe, Latin America, Japan, and Asia Pacific.
- Developed and conducted customized Clarity training classes for each module and provided ongoing support post implementation.
- Led new deployments to acquisitions and steady state progressions within previous deployments that were aimed at improving adoption and data quality.

Eclipsys – Healthcare IT Solution Provider (2009)

- Developed a Clarity resource management strategy and associated process that enabled more efficient analysis and reporting of development package release dates.
- Provided best-practice guidance on the use and configuration of the MSP interface such that it aligned with Eclipsys' resource management process.

Carefirst Blue Cross Blue Shield – Healthcare Insurer (2009)

- Deployed Clarity's MSP interface to the company's project schedulers, optimizing the integration for larger plans by introducing project hierarchies and configuring
- Served as subject matter expert through Carefirst's deployment of Clarity's Financial Management module.

NeuStar, Inc. – Communications Clearinghouse Provider

Architecture (2006)
- Established a documentation strategy for NeuStar's development and deployment of a Service Enabled Architecture (SEA) and the subsequent migration of existing products, including the creation and management of requirements, development standards, and an extensive customer-facing On-Line Help application.

- Used Telecommunications Industry experience and existing NeuStar product knowledge to serve as SME during development of functional specification for ESR, the first product to be deployed on the new architecture.

- Created executive PowerPoint presentations and Visio diagrams that assisted in the internal marketing and proposal effort that successfully gained executive buy-in for SEA through Q2 2006.

Technical Documentation (2005)
- Developed and implemented an enterprise-wide internal release process that facilitates new product or patch deployment from Development to Testing to Production. Collaborated with Engineering, Quality Assurance, Product Assurance, Deployment, Operations, and Project Management on associated Release Notes and Installation Guide templates.

- Supported internal training and served as SME for the company's new suite of integration applications, including ESR (wireline to VoIP), InterModal (wireline to wireless), LSR (wireline to wireline), SOA, E911, and LIDB.

- Integrated requirements from various departments such as Engineering, Product Management, and Customer Deployment into customer-facing User Guides, API Guides, and other technical references.

Nextel Communications, Inc. – Wireless Carrier

Security and Privacy (2004)
- Managed 6 million dollar budget to bring all of Nextel's IT and Engineering systems to compliance with national and international security and privacy standards.

- Coordinated compliance efforts of over 15 different client teams throughout program lifecycle, including proactive issue/risk management, milestone tracking, and delivery.

- Worked directly with senior client executives to develop strategic, enterprise-wide solutions to address common security exposures, such as audit logging or encryption.

Customer Operations (2002)
- Helped client reach FCC compliance through the creation of customized processes and tools that facilitate Wireless Network Porting/Pooling (WNP).

- Responsible for development, implementation, and maintenance of the automated database corresponding to the 2.1 release of Ensemble, an industry-wide resource management package.

- Assumed Knowledge Management Role and facilitated creation and updates of team's requirement, design, and transition documents.

GMAC – Financial Services Provider (2003)

- Facilitated the definition and design of a new retail and lease finance system to support European operations for a multi-billion dollar automotive financing company.

- Functioned as UK lead for interface workstream during deployment of CGE&Y's European Retail Solution (ERS) to Germany and the United Kingdom.

- Worked closely with international clients to define and manage over seventy interface requirement specifications between the ERS system and banks, credit agencies, manufacturers, and insurance companies. Responsible for extension of ERS interfaces to include GMAC subsidiary On:Line Finance.

Cigna HealthCare – Employee Benefits Provider (2002)

- Part of a twelve-consultant team, helped the client improve its quarterly outlook by reconciling approximately $30 million out of suspense.

- Learned operational structure, processes, and logistics of a Fortune 100 company, billing analysis in particular.

- Developed, implemented, and delivered a documented process and Excel tool to assist in the manual reconciliation of future CDR and non-CDR clients (Client Driven Remittance).

National Institute of Justice – Research Arm of Dept. of Justice (2001)

- Working in a four-person team, helped design, build, and implement a prototypical spatial repository for safety data in Charlotte, NC.

- Teamed with client for problem analysis, goal formulation, requirement gathering, and testing. Led the team during the design of the web-enabled interface.