

## Jayne Dutra

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*I'm an experienced enterprise information architect and project manager with a passion for helping people understand the benefits of high quality data. Connector and bridge builder, energetic problem solver.*

### Professional Experience

#### **Senior Enterprise Information Program Manager, ServiceNow, 2015-2016.**

**The challenge:** Provide an EIM framework for this fast growing cloud technology start-up to keep all departments on the same page as business expansion increased at a breakneck pace.

**The solution:** Led the effort to create a strategy and detailed task plan to integrate the information environment, particularly product data used by call center personnel for solving customer problems.

**The result:** Decreased data redundancies and streamlined documentation processes, increasing customer satisfaction and improving customer ticket resolution statistics.

#### **Data Governance Manager for Content Architecture, LexisNexis, 2010-2012.**

**The challenge:** Develop and execute a data governance program to improve quality for a company that had recently acquired a number of content assets with a multitude of different data structures and definitions.

**The solution:** Coordinated stakeholder teams to formulate a new Data Quality Framework, tailored to implement harmonization strategies and support Enterprise Master Data Models.

**The result:** The business was able to leverage assets that were previously unusable. The extra value in their products raised Net Promoter Scores and increased market sales for new offerings.

#### **Enterprise Information Architect, Office of CIO, Jet Propulsion Lab, NASA, 2002-09.**

**The challenge:** Initiate an Enterprise Information Architecture program to support engineering teams as they developed missions requiring successful spacecraft launches and the collection of science data.

**The solution:** Formulated a multi-year EIA Strategic Plan including roadmaps, goals and tasks, resulting in data standards based on JPL engineering lifecycle processes that streamlined the mission review process.

**The result:** Moved the information management maturity level from a Level 2 to a Level 3, saving JPL missions an estimated 30% in the development phase by enabling shorter delivery cycles, less software errors, and better data interoperability.

#### **NASA Taxonomy Manager – Office of the CIO, NASA, Washington DC, 2002-08.**

**The challenge:** Create a knowledge framework to enable the unification of key information across data silos by providing common vocabularies for NASA web publishers and records managers.

**The solution:** Managed a multi-year task to deliver first-ever official NASA Metadata Core Specification and Taxonomy, enabling a consistent use of technical terms for NASA content.

**The result:** NASA Office of the CIO gave high project marks on JPL's IT performance evaluation, which contributed to a higher award fee for the Lab. The taxonomy work was presented at industry conferences to share lessons learned, improving NASA's reputation and leading to consults with other federal agencies.

#### **Unified Search Project Manager –Office of the CIO, JPL, Pasadena, CA, 2006-08.**

**The Challenge:** Re-conceptualize enterprise search to create an enhanced application based on Semantic Web graph technologies, data entity extraction and Natural Language Processing.

**The solution:** Managed a team to develop search software based on a conceptual unification framework to integrate content across repositories tailored to JPL mission life cycles.

**The result:** Advanced functionality, including faceted navigation, metadata auto-population and the connection of engineering and science concepts for categorization of search results, saving approx. \$120M.

**Enterprise Search Architect – NASA Engineering Network Team – OCIO, NASA, 2008-09.**

**The challenge:** Develop a customized information search and discovery architecture based on the needs of 12 NASA Field Centers including 80,000 employees engaged in space exploration.

**The solution:** Worked on a team to co-author an analysis of Agency information needs, culminating in a review of NASA's Lessons Learned Process as legally mandated by the Columbia Accident Investigation Board.

**The result:** Delivered a 5-year search roadmap, used for technology selection and strategic planning. Improved search of contractor problem failure systems, decreasing the potential loss of human life.

**Knowledge Management Process Owner – Office of the JPL CIO, Pasadena, CA 2000-06.**

Developed policies and processes for communities of practice, Lessons Learned repositories and search, leading to more effective methods of information capture and knowledge sharing across generational boundaries.

**Professional Skills**

- **Program Formulation:** Strategic planning, road maps, architectural principles, policies and standards for Enterprise Information Management programs.
- **Project Management:** Identify skill sets, milestones, requirements, work schedules, deliverables and budgets for project plans. Manage teams to successful completion. Realign plans as needed.
- **Current State Analysis:** Conduct research, manage user requirements, interface with technical team.
- **Framework Design:** Create metadata specifications, controlled vocabularies and data dictionaries.
- **Stakeholder Collaboration:** Educate, advocate and communicate across organizational groups; explain complex technical concepts in layman's terms to non-technical audiences. Build buy-in.
- **Data Steward Support:** Document information flow mappings and data transformations across departmental boundaries. Create trainings and best practices.
- **Conflict Resolution:** Identify root causes, prioritize and escalate issues as appropriate, drive to resolution.
- **Change Management:** Develop audits, metrics and scorecards. Track progress towards maturity models. Manage review and release processes for Enterprise Master Data Models.
- **Meeting Facilitation:** Chair stakeholder meetings to assign roles & responsibilities in data management.
- **Technical Training:** Present work at industry conferences; also white papers and technical articles.

**Technical Skills**

Zachman, TOGAF and FEA architecture methods; data governance, use case modeling, process mapping, metadata standards, data reconciliation techniques, document management systems, search technologies; ITIL Foundations Certification, 2008; SharePoint administration and governance, SharePoint Metadata Manager, some XML & RDF, Agile, Enterprise Architect, HTML, WordPress, Adobe Creative Suite, Camtasia, others.

**Certifications**

Zachman Institute of Enterprise Architecture; Rational Unified SDLC Process, Use Case Modeling for Software Engineers and Business Analysts, Master Data Management and Data Governance, ITIL Foundations, Ontologies 101, Thesaurus Design, Enterprise Information Architecture, Process Based Management.

**Education**

M.F.A., California State University Fullerton, CA; B.A., Honors, Occidental College, Los Angeles, CA.

**Awards**

- 2008 NASA Honor Award, Excellence in Technical Leadership for the NASA Taxonomy.
- 2009 NASA Team Honor Award, Search Application for the NASA Engineering Network.
- 2004 JPL Employee Bonus Award for Outstanding Leadership in Internal Digital Communications.