



**Rafael Olivas**  
**Business Architect / Process**  
**Modeling Lead**

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**Background**

Rafael is an experienced and perceptive business analyst, with over 10 years of experience in business architecture, business process modeling, change management, project management, and technical writing. He has served as an individual contributor and as a trusted team lead, enabling executive leadership to visualize and reap successful outcomes. Rafael is known for his outstanding quality deliverables, teamwork, and wide-ranging skills in communications and analysis.

Education:  
 Lifelong learning: University of New Mexico and UC Berkeley  
 Certified Business Process Modeler (BPMN Method & Style)  
 Certified Enterprise Architect (BOST, Silver)

**Functional Expertise**

- Operations / Process Modeling
- Lean Six Sigma/Process Excellence
- Finance / Data architecture
- Engineering / R&D
- Marketing
- Media Production
- Training / Facilitation

**Industry Experience**

- Information Technology
- Media (Television, Web)
- Civil Engineering

**Relevant Experience**

***Global enterprise network company:***

- Led assessments for the role of information in over a dozen transformational scope processes, including new business models. Value of new business models was in excess of \$50M annual revenue.
- Developed information governance quality framework based on emerging data standards. Value represented a potential savings of \$2M in reduced operating expense due to poor data quality.
- Delivered change management readiness assessments to support a \$100M+ multi-year initiative to adopt uniform enterprise business intelligence platform.
- Designed concept and requirements for an automated data confidence mark to be delivered into business intelligence reports on the fly. (Pilot project.)

***Global engineering and construction management company:*** Developed and edited proposal documentation that helped assure the capture of millions of dollars for healthcare and transport projects.

***Network television company:*** Led a team of animators and artists to deliver original show materials for use in broadcast and online. Was able to help launch a 24-hour news-oriented programming in three months.