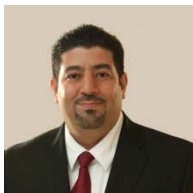


Resume

Profile



Samir Awdi brings forth more than twenty five years of system implementation consulting experience, twenty years of CRM specialization as part of ERP implementations, fifteen years of PeopleSoft knowledge and more than ten of which in Higher Education. His industry specific experience includes Retail, Financial, Insurance, Health Care and Technology. Although he is a functional consultant, he has in-depth knowledge of many technical areas that relates to system implementations. With well over twenty full lifecycle implementations, Samir acquired expert knowledge in Customer Relationship Management applications. Help Desk, Help Desk for Human Resources, Support, Sales, Marketing, Online Marketing, Work Force Communications, Quality, Order management and Field Service are few of the skills that Samir is highly specialized in. In addition, Samir have successfully integrated CRM with other systems like Campus Solutions and Human Resources. In recent years, Samir acquired an expert knowledge of Datatel (Now Ellucian) Recruiter Application which is a Higher Education specific CRM solution based on Microsoft Dynamics CRM platform.

Experience



Spelman College – Atlanta, GA

Jan 2013 to Present

Founded in 1881 as the Atlanta Baptist Female Seminary, and became Spelman College in 1924 and have since held the distinction of being America's oldest historically Black college for women. Now a global leader in the education of women of African descent, Spelman College student body comprises more than 2,100 students from 41 states and 15 foreign countries.

Samir Awdi implemented Ellucian Recruiter 2.6 as the CRM Lead consultant. Samir lead the effort to redesign the Prospect Management business process and communications. In addition, he helped design and implement Trips and Events management. Samir also integrated CRM with Banner Student System.

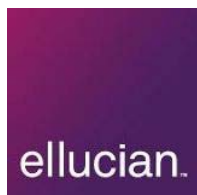


The University of Georgia – Athens, GA

Nov 2012 to Present

The University of Georgia is a national leader among public universities. When the University of Georgia was incorporated by an act of the General Assembly on January 27, 1785, Georgia became the first state to charter a state-supported university. Endowed with 40,000 acres of land, UGA enrollment reached 34,475 and it continues to increase.

Samir Awdi was the Lead CRM consultant for the full implementation of Recruiter, a Higher Education specific CRM solution built on a Microsoft Dynamics CRM Platform. Samir worked with the Admissions and Marketing teams to refine their requirements and identify gaps in the system where additional customization might be required to fulfill those requirements. Samir also assisted to integrate CRM with Banner ERP Solution.



Ellucian – Fairfax, VA

Nov 2012 to Present

With more than 40 years of industry experience, Ellucian helps education institutions thrive in an open and dynamic world. More than 2,400 institutions in 40 countries around the world look to Ellucian for the ideas and insights that will move education forward, helping people everywhere discover their futures through learning.

Samir Awdi was a Senior Consultant with the Recruiter team, a part of the Student Enrollment Management group. Ellucian Recruiter is a Higher Education specific CRM solution built on Microsoft Dynamics CRM platform. Samir is responsible for client product implementation. He plans and executes client engagements to analyze and evaluate business process, gather requirements, implement solutions, test and deploy the final product. Samir also provides post implementation support to ensure client success.



Towson University – Towson, MD

May 2012 to Aug 2012

Founded in 1866, Towson University is recognized among the nation's best regional public universities, offering more than 100 bachelor, master and doctoral degree programs in the liberal arts and sciences, and applied professional fields. With more than 21,000 students, Towson University is the second-largest public university in Maryland.

Samir Awdi was the CRM consultant leading a detailed Fit/Gap session for PeopleSoft CRM 9.1 implementation. Samir worked with the Admissions and Marketing teams to refine their requirements and identify gaps in the system where additional customization might be required to fulfill those requirements.


University of Baltimore – Baltimore, MD
Jan 2012 to Apr 2012

The University of Baltimore was founded in 1925 as a private institution. Its founders were a group of Baltimore civic leaders who wanted to provide low-cost, part-time evening study in business and law for working adults. UB became a state institution in 1975 and then part of the University of Maryland System in 1988.

Samir Awdi was the CRM functional consultant for PeopleSoft CRM 9.1 Marketing and Online Marketing implementation. Samir worked with the CRM team to build the infrastructure for student recruitment and retention. Samir worked with UB to enhance the overall recruiting process by utilizing a complex series of interdependent communications based on preset criteria within each stage of the student lifecycle.


University of Northern Iowa – Cedar Falls, IA
Apr 2012 to May 2012

Founded in 1876, University of Northern Iowa is a quality, state-supported university of approximately 13,000 students, located on the west side of the Cedar Falls/Waterloo metro area in northeast Iowa.

Samir Awdi was the CRM functional expert for PeopleSoft CRM 9.1 Marketing and Online Marketing post implementation support. Samir worked with the CRM team to enhance business process and provide solutions to better utilize the system. He also helped to improve search performance by using better optimized components.


Strayer University – Herndon, VA
Nov 2009 to Apr 2012

Helping working adults continue their education to advance their careers since 1892, Strayer University recognizes how important it is for students to balance responsibilities of their busy lives, while providing an affordable, quality education in a supportive environment.

Samir Awdi was the CRM functional lead for PeopleSoft CRM 9.1 Sales, Marketing and Online Marketing implementation and business process redesign. Samir worked very closely with admissions officers to assure the continuity of a robust recruiting process. He also helped to drastically improve student retention by providing expertise in Higher Education recruiting and retention best practices and industry standards.


Azusa Pacific University – Azusa, CA
Jul 2008 to Aug 2008

Founded in 1899, Azusa Pacific University was the first Bible College founded on the West Coast when a group of spiritual leaders from various denominations met and established a Bible college geared to training students for service and missionary endeavors.

Samir Awdi was the CRM delivery manager for PeopleSoft CRM 9.0 Marketing and Online Marketing implementation and business process redesign. Samir assured the on time delivery of the design and development of an Online Application for admissions. He also provided expertise in Customer Relationship Management best practices and industry standards.


University of Colorado System – Boulder, CO
Mar 2008 to Nov 2009

Founded in 1876, University of Colorado includes three unique campuses (Boulder, Colorado Springs and Denver) offering more than 300 degree programs. University of Colorado is recognized as a national leader in teaching and research excellence.

Samir Awdi was the project manager for PeopleSoft CRM 9.0 Marketing and Online Marketing implementation and business process redesign. He managed a team of consultants as well as client employees. Samir used OLM to create Online Dialogs for student recruiting and retention as well as on-campus event management. Samir also designed and implemented Workforce Communications to provide HR survey functionality and give them the ability to conduct two-way dialogue and focus on strategic initiatives to cut costs and maximize success. He also designed and developed an Online Application for admissions. He also provided expertise in Customer Relationship Management best practices and industry standards. Samir led the interactive design and prototyping sessions and participated in the system configuration process.


Integrus Health – Oklahoma City, OK
Aug 2007 to Feb 2008

Integrus Health is the largest Not-for-Profit health organization in Oklahoma State.

Samir Awdi was the project manager for PeopleSoft CRM 9.0 Help Desk for HR implementation and business process redesign. Samir Awdi provided expertise in Customer Relationship Management best practices and industry standards. He also led the interactive design and prototyping sessions and participated in the system configuration process. Samir Awdi played a key role in the testing, training as well as the roll out effort.



City University of New York – New York City, NY

Feb 2007 to Jun 2007

Founded in 1847, The City university of new York is the nation's leading urban public university serving more than 400,000 students at 23 colleges in New York City.

Samir Awdi Served as the project manager for PeopleSoft CRM 9.0 Help Desk implementation and business process redesign. He provided expertise in Customer Relationship Management best practices and industry standards. He also led the interactive design sessions and participated in the system configuration process. Samir played a key role in the testing, training efforts.



National University – La Jolla, CA

Jan 2007 to Aug 2007

Founded in 1971, National University consists of five schools and one college. National University is the second-largest, private, nonprofit institution of higher learning in California.

Samir Awdi Served as the CRM Functional Project Manager for PeopleSoft CRM 8.9 to 9.0 upgrade. He led the fit/gap analysis sessions and managed the system configuration process. He also organized and performed the testing, training as well as the roll out effort.



Arizona State University – Tempe, AZ

Nov 2006 to Jan 2007

Founded in 1885, Arizona State University is a single, unified institution comprising four differentiated campuses. Arizona State University has a vision to be a New American University, promoting excellence and increasing access to its educational resources and working with communities to positively impact social and economic development.

Samir Awdi served as the lead consultant for PeopleSoft CRM 8.9 Online Marketing implementation and business process redesign. He created Web pages for the Undergraduate School's Information Request. He also created Web Dialogs to manage student requests for campus tours and provided expertise in Customer Relationship Management best practices and industry standards. Samir was also responsible for the redesign and construction of the online application for undergraduate admissions.



University of Maine System – Bangor, ME

Jan 2006 to Sep 2006

Founded in 1968, University of Maine consists of seven unique Universities and 10 University College regional outreach centers. University of Maine is considered a hub of research and technology.

Samir Awdi served as the project manager for PeopleSoft CRM 8.9 Online Marketing implementation and business process redesign. He managed a team of consultants as well as client employees. Samir used OLM to create an Online Application for graduate and undergraduate admissions. He also provided expertise in Customer Relationship Management best practices and industry standards. Samir led the interactive design and prototyping sessions and participated in the system configuration process.



National University – La Jolla, CA

Aug 2005 to Jan 2006

Founded in 1971, National University consists of five schools and one college. National University is the second-largest, private, nonprofit institution of higher learning in California.

Samir Awdi served as the project manager for PeopleSoft CRM 8.8 Online Marketing implementation and business process redesign. He provided expertise in Customer Relationship Management best practices and industry standards. Samir led the interactive design and prototyping sessions and participated in the system configuration process. He also organized and performed the testing, training as well as the roll out effort.

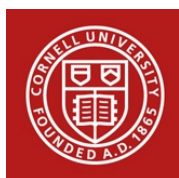


Imperial Chemical Industries (ICI) – Bridgewater, NJ

Apr 2005 to Jul 2005

ICI is the world's largest coatings manufacturer, the number one in decorative paints and performance coatings, and a leading supplier of specialty chemicals developed for a wide range of markets.

Samir Awdi was the project manager for PeopleSoft CRM 8.9 Help Desk for HR implementation and business process redesign. Samir Awdi provided expertise in Customer Relationship Management best practices and industry standards. He also led the interactive design and prototyping sessions and participated in the system configuration process. Samir Awdi played a key role in the testing, training as well as the roll out effort.



Cornell University – Ithaca, NY

Dec 2004 to Feb 2005

Founded in 1865, Cornell University is a private endowed university, a member of the Ivy League/Ancient Eight, and a partner of the State University of New York. Cornell University Once called "the first American university" by educational historian Frederick Rudolph.

Samir Awdi was the CRM lead for business process redesign analysis and system consolidation. Samir Awdi provided expertise in Customer Relationship Management best practices and industry standards.


National University – La Jolla, CA
Oct 2003 to Aug 2004

Founded in 1971, National University consists of five schools and one college. National University is the second-largest, private, nonprofit institution of higher learning in California.

Samir Awdi was the project lead for PeopleSoft CRM 8.8 implementation and business process redesign. Samir Awdi provided expertise in Customer Relationship Management best practices and industry standards. He also led the interactive design and prototyping sessions and participated in the system configuration process. Samir Awdi provided his technical expertise to design CRM interfaces to multiple external systems. Samir Awdi played a key role in the testing, training as well as the roll out effort.


Yahoo Internet Services (SBC) – San Ramon, CA
Jun 2003 to Oct 2003

Yahoo is the world's largest global online network of integrated services with more than 500 million users worldwide with a presence in more than 20 markets and regions around the globe.

Samir Awdi was the development lead for Legacy CRM systems. Samir maintained and supported Vantive 7 Help Desk module that was designed to support retail division call center. Samir was also responsible for Vantive 8 whole sale Customer Care systems. Samir Awdi had the task of planning the phase away process of Vantive application to be replaced by PeopleSoft CRM.


Office Depot – Delray Beach, FL
Jan 2003 to Jun 2006

Founded in 1986, Office Depot is one of the world's largest sellers of office products and an industry leader in every distribution channel, including stores, direct mail, contract delivery, the Internet and business-to-business electronic commerce.

Samir Awdi was the technical lead to perform the user requirement gathering and fit/gap analysis for the PeopleSoft CRM Upgrade and replacement of Vantive application.


Motorola – Fort Lauderdale, FL
May 2002 to Dec 2002

Motorola is a global communications leader, powered by, and driving, seamless mobility. Motorola is revolutionizing broadband, embedded systems and wireless networks.

Samir Awdi led a team of Architects for the CRM upgrade corporate initiative. He performed CRM Package evaluations that included Clarify, PeopleSoft CRM, Oracle CRM and Siebel.


Citrix – Fort Lauderdale, FL
Jun 2001 to May 2002

Founded in 1989, Citrix Systems is the global leader and the most trusted name in application delivery infrastructure.

Samir Awdi was the Lead Technical Architect & Vantive delivery manager for the implementation of Vantive Quality 8.5. He designed, developed and implemented the Quality module in a very tight deadline to meet the Engineering minimum mandatory business requirements. Implementation included data migration and merge of two diverse production Vantive environments. He also provided post implementation support. Samir Awdi also designed and developed Vantive Web Interface using VanAPI/VanOLE, VB, VBScript and ASP to interact with existing legacy systems. He also designed Customer Care System, a hybrid between Vantive Support and Vantive Help Desk. Primary function is to monitor and track customer interaction outside of the technical support area.


AIM Funds – Toronto, ON, Canada
Jan 2001 to May 2001

AIM is among the world's largest independent investment managers.

Samir Awdi was the lead Technical Architect & Vantive delivery manager for the assessment of the Systems Effectiveness Review. He identified strengths and weaknesses of the current Vantive implementation as well as upgrade paths and options. Samir also lead the Fit/Gap Analysis process for multiple technology upgrade options. Samir Awdi led a team to perform a full assessment for Vantive upgrade to PeopleSoft CRM. He documented the upgrade path to include all available options and contingencies. The final deliverable was a detailed road map, and a timeline to take the client from Vantive 8.6 to PeopleSoft CRM 8.4.


CCCIS – Chicago, IL
Sep 2000 to Dec 2000

CCCIS is the leading Insurance Information Provider.

Samir Awdi was the Vantive delivery manager for the assessment of the Order to Cash process. He identified strengths and weaknesses of the current Vantive implementation. Samir also assisted in identifying billing leaks and revenue losses within the current processes. Samir was also responsible to construct and document an upgrade path to PeopleSoft.



Agilent Technologies – Santa Clara, CA

Dec 1999 to Aug 2000

Agilent Technologies is the premier measurement company, advancing electronics, communications, life sciences and chemical analysis.

Samir Awdi was the Vantive delivery manager and package architect for the implementation of Vantive Call Center and Vantive Field Service and Logistics. He was responsible for the on time delivery of all functional and technical design documents within the program, including the analysis and resolution of issues during the visual design sessions. Samir managed a team of consultants who successfully designed, developed, modified, tested, and debugged programs of high complexity within very aggressive deadlines. Samir was awarded a certificate of appreciation in recognition of the hard work and dedication through the design phase of the project. Samir Awdi was also the technical team lead for the test and certification effort. He was responsible for the setup and configuration of the test environment. Samir designed and developed test plans, source code control and version control mechanisms. He developed test scenarios from functional design documents and managed the QA process and bug reporting. Using Vantive as a Defect tracking application, Samir insured the accuracy and consistency of the testing process. He also assisted the client’s infrastructure and support teams to document and construct technical support manuals and protocols.



Bell+Howell – Raleigh, NC

Jun 1999 to Dec 1999

Bell+Howell is a respected leader in the production mail and document processing industries.

Samir Awdi was the package architect and technical team lead for the implementation of Vantive application. He was responsible for all operational systems within the Inventory and Procurement functional area, including the analysis and resolution of issues with Vantive’s VIP server functionality. Samir managed a team of consultants, who successfully designed, developed, modified, tested, and debugged programs of high complexity within very aggressive deadlines. He also provided Vantive technical training to client’s project team and IT department.



Office Depot – Delray Beach, FL

Aug 1994 to May 1999

Founded in 1986, Office Depot is one of the world's largest sellers of office products and an industry leader in every distribution channel, including stores, direct mail, contract delivery, the Internet and business-to-business electronic commerce.

Samir Awdi was the Vantive development and Data Base Design team lead. Team was responsible for Microsoft SQL Server 6.5 administration, design and development, MS Access Programming, Vantive application, Crystal Reports, and Actuate reporting system as well as Web Design and Development for the Vantive Call Center application.



LDDS – Boca Raton, FL

Jun 1993 to Aug 1994

LDDS is a long distance telecommunication provider.

Samir Awdi was responsible for AS/400 Operations, System automation applications, Device Configurations, Tape Management System, Billing System, X.25, and Telecommunications.



Seta Corporation – Boca Raton, FL

Nov 1990 to Sep 1993

Seta Corporation is a direct marketing and telemarketing retail company.

Samir Awdi was responsible for AS/400 Operations, RPG/400, CL/400, RUMBA/400, PC Support, IBM PC & Clones, IBM 4300, 4381, and 3720.

Education

Masters of Science – Computer Science

June 1997

Southern Illinois University

Bachelor of Science – Information Technology

June 1990

Southern Illinois University

Training

Microsoft Dynamics CRM Certified

Oracle 11i CRM Overview

Loyalty Suite for Developers

Siebel Bootcamp

Clarify Bootcamp

PeopleSoft CRM 9.x

PeopleSoft CRM 8.x

GUI Design for the internet user

GUI Design for the end user
Vantive 8.x
Vantive 7.0 Advanced Design Studio II
Vantive 7.0 Design Studio I
Vantive 6.0 Customization Tools II
Database Design on SQL 6.5
Vantive 6.0 Customization Tools I
MVS, ISPF, JCL and Utilities
Visual Basic
SysPlex Hardware Management
AS/400 Technical Certificate
Advanced Programming in AS/400

Skills

CRM – Customer Relationship Management
CRM for Higher Education
PeopleSoft 9.x
PeopleSoft 8.x
PeopleTools 8.x
Vantive 4.x – 8.x
Call Center Applications
Help Desk
IT Help Desk
HR Help Desk
Support
Student Support for Higher Education
Sales
Marketing
Online Marketing
Order Management
Quality
Field Services
Self Service
Enterprise Integration
Campus Solutions
Admissions
Recruiting for Higher Education
Retention for Higher Education
Programming: Java, HTML, XML, VB, VBA, ASP
Database: SQL, Oracle, Sybase, DB2
Systems: Client/Server, AS400, System38, System36, IBM Mainframe

References

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