
Secondary – Farzan Shiraz – DBA (Senior level)



Expert DBA with nearly 10 years of professional experience.

“I can put 10 gigs of data, with intelligence, to your desktop faster than you can say, ‘Data mining’.”

Personal Characteristics

- 31 year old DBA with JK, originally from Tehran, Iran. Married with 3 children; one son and two daughters.
- Graduated in 1998 from University of Tehran, Department of Electrical and Computer Engineering, with a BS in Computer Science.
- Mini resume:
 - 2004 – 2006 Ogloo Co. Tehran/Iran - Oracle Database Administrator: On-site consultant backup, recovery, and policies for mission critical banking systems. Part of data centre administration team in Bank of Karafarin.
 - 2000 –2004 Danesh Saz Samaneh (DSS) Co. Tehran/Iran: Oracle Designer/ Developer: ETL of database projects for data cleansing. Used Oracle Warehouse Builder9i and Enterprise Manager for job registration and automation. Designed and developed four International database applications with Oracle Designer6/6i, Oracle Forms and Reports 2000. Generated modules, forms, reports, menus, semi annual report, HTML reports and help system. Developed a query builder module to generate ad hoc reports using Oracle’s Data Dictionary.
 - 1998 – 2000 Raman Afzar Co. Tehran/Iran: Visual Basic and SQL server Developer: Developed reusable stored procedures and modules in SQL server 7.0 and Visual Basic 6.0
- Seven years experience in IT industry, five of which were hands-on Oracle8i, 9i and 10g experience on various operating systems. Database administrator consultant for Bank of Karafarin’s mission critical systems for two years. Expert in data cleansing and conversion from any database source into Oracle. Designed and developed International Oracle applications for more than three years. Presentation: OLTP systems versus OLAP systems (January 2003)
- Wants to move up to a program manager role in data warehousing for banking systems. Also hopes to write a book or articles on business intelligence and database design for which he can become known by.

Work Environment

- JK Enterprises is a large enterprise conglomerate with 300,000 employees.
- Currently working in the IT division at HQ maintaining HR/payroll databases. The databases Mr. Shiraz is responsible for are distributed across 6 servers in 2 locations. 2 production servers in a remote location, 2 production servers at HQ, and 2 test servers at HQ.
- Mr. Shiraz is responsible for managing the nightly backups, synchronization, data integrity, generating weekly reports on 10 divisions in Crystal using scripts. There are 2 other DBAs also assisting in maintaining the HR databases. Mr. Shiraz is the team lead.
- Mr. Shiraz interacts mostly with his team, however he meets with his manager for weekly status reports. Less frequently Mr. Shiraz will interact with IT, an HR account manager, and on occasion her backup.

Goals

- Mr. Shiraz wants to be known as ‘The Man’ when it comes to database performance and design, data integrity, and creation of world-class data-mining and business intelligence applications.

- Mr. Shiraz wants his name to be recognized.

Why this Persona?

- Mr. Shiraz represents a key type of person we want to be successful. He has faced all the tasks and goals that our software is capable of, but he's faced it with competing products. We need to make him successful faster, easier and better than any of his previously-used competing products. He is secondary because his role is more relegated to application development. He's not an end-user, but he will create the applications end-users will use.