SHUBHA DORAI

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STRATEGIC DATA LEADER

Turn Complex Data into Trusted Insights Through Governance & Innovation

Accomplished Data Leader with experience driving complex data initiatives, building high-performing teams, and driving strategic data solutions through Master Data Management, Data Governance, Business Intelligence / Data warehousing and Data Architecture. Proven expertise in architecting MDM solutions, developing modern data warehouses with semantic layers, executing comprehensive data strategies, implementing robust governance frameworks across diverse domains, including healthcare, supply chain, finance and commercial operations.

Combine deep techno-functional expertise with a strong focus on operational excellence, cross-functional collaboration, and leveraging data as a strategic asset to enhance business value and operational efficiency. Passionate about creating strong data foundations that fuel responsible AI / ML adoption, ensuring data integrity, lineage, and governance throughout the lifecycle. Foster data literacy and leverage advanced analytics and AI, translating complex data challenges into actionable insights and scalable, compliant solutions. Quickly master new business and technical domains, becoming a trusted advisor.

WORK EXPERIENCE

SERTA SIMMONS BEDDING

Director Data Management   **2023 - 2025**

Directed strategic application of Master Data (MDM), Data Governance, and data roadmaps to foster development of a modern data ecosystem aligned with analytics and AI / ML initiatives.

- Revamped Data Governance program to align with strategic business goals, enhancing data quality, discoverability, and unlocking critical insights.
- Orchestrated development and enforcement of data standards, improving data quality, discoverability, and reducing risks related to compliance and data management.
- Architected integrated data solutions unifying master data across Salesforce, Contracts, and EDW, delivering automated pricing tools, sales insights, and refund analytics across key business functions.
- Led initiatives to reduce fraud, protect PII data, and ensure compliance through secure vendor onboarding; advanced cross-functional data literacy programs in partnership with the CFO.

KRIYA THERAPEUTICS

Director Enterprise Data Management   **2021 - 2022**

Developed and executed comprehensive data strategy aligned with organizational vision to establish a foundational framework for data management and governance. Spearheaded governance initiatives to enforce standards and enhance data integrity and accessibility.

- Designed and implemented a centralized data catalog for tracking critical assets such as plasmid maps, enhancing discoverability and supporting a single source of truth for business operations.
- Aligned R&D, QC, and Manufacturing teams, optimizing the plasmid lifecycle, enhancing compliance, and improving data accuracy for IP assets.
- Safeguarded critical intellectual property by designing and implementing a secure, centralized Benchling solution for plasmid quality control, establishing a single source of truth.
- Deployed Dataverse PowerApps for secure, searchable clinical study file management and co-developed an analytics data lake to unlock manufacturing insights.
- Collaborated with HR, Security, and Legal to draft and enforce data privacy policies.

STANFORD HEALTHCARE

Assistant Director Supply Chain MDM | DG | Analytics   **2019 - 2021**

Transformed supply chain data management across a 3-hospital system via a comprehensive data roadmap and governance framework to enhance data quality and decision-making processes.

- Led collaborative Data Governance committee to improve quality and trust of critical master data (Supplier, Item), formalizing data ownership and minimizing operational and compliance risks.
- Directed and mentored team of data analysts, increasing productivity 35% to 50% while fostering an inclusive, high-performing workplace culture.

- Facilitated efficient cataloging of data assets through deployment of Collibra, improving metadata management capabilities and enabling better data discoverability.
- Streamlined supplier onboarding processes by reducing timelines from 3+ weeks to just 2 - 3 days through automation of data entry and vendor verifications, ensuring regulatory compliance and safeguarding sensitive information against fraud.
- Enhanced P2P operational efficiency with data analysis, process improvements, achieving 25% increase in invoice match accuracy, reducing match exceptions from $4M to under $500K.
- Architected unified data model, integrating data, delivering comprehensive cross-hospital supply chain and financial insights supporting strategic decision making.

GRANITE ROCK, ADOBE

Consultant| Data SME & Advisor   **2018 - 2019**

Designed and executed BI analytics roadmaps and data architectures for Granite Rock to enhance strategic alignment, operational efficiency, and successful project outcomes.
- Revitalized Adobe's Unified Customer Identity (MDM) initiative by developing a program roadmap with clear deliverables and milestones, aligning the solution to key enterprise objectives.

CLOUDERA INC.

Program Manager, Data Governance & MDM   **2016 - 2018**

Led data council to strategize and implement best practice standards and policies, enhancing quality of actionable enterprise data for global customers. Developed comprehensive data classification and privacy policies in alignment with global regulations, including GDPR compliance.
- Optimized workflows for account hierarchies and mergers, improving accuracy of customer data.
- Standardized protocols to identify top customers and Logos, discovering 400 missing Logos.
- Increased Leads address match rates 25%, resulting in a 35% uptick in territory assignments.
- Enforced strict controls ensuring compliance with US export embargo laws, demonstrating expertise in regulatory data management and protection.

INFORMATICA

Technical Delivery Manager & DG SME (IPS MDM)

PWC CONSULTING; DELOITTE; WAMU; BOISE OFFICE SOLUTIONS / OFFICE MAX

Consultant | Data SME & Advisor

EDUCATION

- **Master of Science (MS)**, Data Science, Eastern University, St Davids, PA
- **Master of Commerce (MCOMM)**, Economics, Accounting, Financial Management, University of Mumbai
- **Licenses & Certifications**: PMP May 2009, CMRP Nov 2020

SKILLS

- **Strategic Leadership**: Data Strategy Development & Execution, Roadmap Planning, Team Leadership & Mentorship, Stakeholder Management, Negotiation, Cross-Functional Collaboration, P&L Management
- **Data Management & Governance**: Master Data Management (MDM) Strategy, Data Governance Frameworks, Data Stewardship, Data Quality, Data Privacy (HIPAA, GDPR, CCPA), Data Classification & Compliance, Data Catalog, Metadata Management, Data Integration, Data Enrichment
- **Operations & Program Management**: KPI, Data Analysis, Team Leadership, Program / Project Management (PMP Certified), Business Process Transformation, Vendor Management, SLAs, Reporting & Metrics
- **Business Acumen**: Operations (Sales, Marketing), Supply Chain (Sourcing/Procurement, Inventory management, Planning), Healthcare (HCP, HCO, Payer, Patient), Finance (AP, AR, Budgeting & Forecasting, Financial reporting & accounting), HR (Payroll & Benefits, Recruitment, Onboarding), Logistics, Manufacturing, Transportation (Airlines, Rail, Trucking)
- **Technical Expertise**: SQL, Python, R, Databases (various), Data Modeling, Data Architecture (Data Lakes, Data Warehouse, Data Mesh), Data Pipelines, (ETL / ELT), BI & Analytics (Tableau, Qlik, Power BI, Alteryx), AI / Machine Learning Concepts, Microsoft PowerApps