

MANUEL MUÑOZ JR

SR. BI SOLUTIONS ARCHITECT | POWER BI | MICROSOFT FABRIC | AUTHOR, MICROSOFT FABRIC INSIGHTS SERIES

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Portfolio: munozdataworks.com • Access code: dataworks2026

PROFESSIONAL SUMMARY

15+ YEARS ARCHITECTING ENTERPRISE BI SOLUTIONS THAT ENABLE STRATEGIC, ACTIONABLE INSIGHTS

- Senior Data Platform and Analytics Architect with 15+ years designing enterprise BI solutions, governed semantic models, and executive decision-support systems for Fortune 100 and multinational organizations across financial services, healthcare, manufacturing, and defense.
- Deep hands-on expertise across Microsoft Fabric, including OneLake, Fabric Lakehouse and Warehouse, Fabric Pipelines, Dataflows Gen2, and ADLS Gen2, with proven experience implementing Medallion architectures, building end-to-end pipelines from source ingestion through executive reporting, embedding governance and security by design, and delivering high-performance analytics solutions.
- Skilled across the complete BI solution lifecycle, from requirements elicitation and conceptual data modeling through ETL/ELT engineering, dimensional modeling, semantic model design, and stakeholder enablement.
- Recognized for bridging the gap between technical execution and business strategy — translating complex risk, financial, and operational requirements into scalable analytics frameworks that cut manual reporting effort by up to 80% and drive actionable executive decisions.

TECHNICAL SKILLS

DATA SOURCES & STORAGE

Cloud Analytics & Storage:	Microsoft Fabric (OneLake, Lakehouse, Warehouse, Fabric Pipelines, Dataflows Gen2), Medallion Architecture (Bronze/Silver/Gold), Microsoft Azure (ADLS Gen2)
Databases:	Microsoft SQL Server, PostgreSQL, Dataverse, MySQL, Microsoft Access
Enterprise Source Integration:	Snowflake, SAP, Databricks, Salesforce, Workday (governed source integration into Fabric/Power BI)

INGESTION & TRANSFORMATION

ETL & Data Engineering:	Fabric Data Pipelines, Power Query (M), Alteryx Designer, KNIME Analytics Platform, Tableau Prep, Python Pandas
Programming & Scripting:	SQL, DAX, Python (Pandas), M (Power Query Formula Language)
Development Environments (IDE):	SQL Server Management Studio (SSMS), MySQL Workbench, DAX Studio, Tabular Editor

MODELING & GOVERNANCE

Database Architecture:	Enterprise Conceptual & Logical Data Modeling, Relational (3NF), Kimball Dimensional Modeling — Star/Snowflake Schemas, Facts & Dimensions
Semantic Modeling & DAX:	Power BI Semantic Models, TMDL/Model.bim (Tabular Editor), DAX (Data Analysis Expressions), Lakehouse-Aligned Data Architecture

ANALYSIS & VISUALIZATION

Data Visualization:	Microsoft Power BI Desktop & Service, Tableau Desktop & Server, Power BI Report Builder, SSRS (Paginated Reports)
Spreadsheet & Analysis Tools:	Microsoft Excel (Advanced), Google Sheets

AUTOMATION & DELIVERY

Automation & Productivity:	Microsoft Power Automate, SharePoint, Microsoft Forms, Visio, Microsoft Office Suite
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AI & INTELLIGENT TOOLS

AI & Generative AI Tools:	Claude (Anthropic) with MCP server integration, Microsoft Copilot & Copilot agents, ChatGPT (OpenAI)
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PROFESSIONAL EXPERIENCE (2017 – Present)

TECHNOCRAFTS.AI

July 2025 – Present

Founder & Business Intelligence Consultant

- **Client Delivery & BI Solutions:** Delivered end-to-end Power BI solutions for clients across manufacturing, industrial equipment, trade & logistics, and HR analytics — building governed semantic models, cloud data pipelines, and executive dashboards that turn raw operational and financial data into decision intelligence — cutting manual reporting preparation by up to 60%-80%.
- **AI-Assisted BI Development:** Integrated AI assistance into Power BI development and validation workflows — using Claude with MCP-connected tools for data validation and development support — while personally reviewing and validating all AI-assisted output before client delivery.
- **Fabric Data Platform Architecture & Semantic Modeling:** Architected end-to-end Microsoft Fabric analytics solutions for client stakeholders — Lakehouse and OneLake storage, Fabric Pipelines, Dataflows Gen2, and Medallion architecture with Gold-layer fact and dimension tables (Kimball dimensional modeling) — translating upstream structures into curated, governed semantic models and scalable self-service analytics.
- **Upstream Source Integration & Data Engineering Partnership:** Integrated enterprise upstream platforms — Snowflake, SAP, Databricks, Salesforce, Workday — as authoritative sources for Microsoft Fabric ingestion: partnering with platform-owning data engineering teams on connectivity and source data dictionaries, and keeping downstream semantic models and reports synchronized with upstream schema structures.
- **DAX & Semantic Model Engineering:** Developed and tuned DAX measures and calculated columns across client semantic models — using DAX Studio for performance analysis and Tabular Editor for model editing, including TMDL-format models — delivering high-performance, analysis-ready datasets.
- **Semantic Model Governance & RLS:** Implemented Row-Level Security, sensitivity labels, and Power BI workspace governance — naming conventions, permissions, and content lifecycle management — delivering secured, scalable self-service analytics across client tenants.
- **AI & Intelligent Automation:** Designed and deployed AI agents and intelligent automation solutions addressing policy and procedure management, customer sentiment analysis, automated knowledge retrieval, and operational reporting — cutting manual research and classification effort by up to 90% and freeing teams for higher-value work.
- **Workflow Automation & App Development:** Built and automated business workflows using Power Apps and Power Automate — optimizing data governance, accelerating approval and reporting cycles, and eliminating manual process bottlenecks across client operations.

CVS HEALTH

September 2024 – July 2025

Senior Manager - Cybersecurity Risk and Compliance

- **Solution Architecture & Development:** Delivered enterprise-grade Power BI dashboards and prototyped Power Apps solutions providing real-time, organization-wide visibility into a comprehensive set of cybersecurity risk, financial, and technology-compliance KPIs and KRIs — aligning top risk priorities with investment decisions and improving operational agility.
- **Fabric Data Platform Engineering & Modeling:** Eliminated manual data reconciliation and boosted data integrity across cybersecurity risk, financial, and issue management domains by architecting Lakehouse-based data pipelines within the Microsoft Fabric ecosystem, structured across Bronze/Silver/Gold medallion layers, applying Kimball dimensional modeling (facts and dimensions) at the Gold layer — using Power Query, Dataflows Gen2, and Dataverse to build secure, scalable semantic models from disparate data — reducing data preparation effort by up to 70%.
- **Workflow Automation:** Reduced manual overhead by 80% and accelerated audit readiness by automating critical departmental workflows via Power Automate and SharePoint — standardizing policy management, risk and control assessments, and regulatory assurance processes end-to-end.
- **AI-Driven Risk Intelligence:** Boosted GRC throughput by up to 90% and accelerated compliance documentation by deploying Microsoft Copilot agents to automate risk/control classification and standards mapping across the organizational risk registry — delivering NIST-aligned insights at scale.

- **Mentorship & Enablement:** Drove self-service analytics adoption by mentoring teams in Power BI, AI enablement, and KRI development — fostering a data-driven risk culture — and volunteering through the company's mentorship program to mentor individuals across the organization.

CVS HEALTH

Lead Data Engineer

October 2023 – May 2024

- **Analytics Development & Delivery:** Designed, built, and maintained end-to-end Power BI analytics solutions for CVS Health's IT Reporting & Analytics team — delivering dashboards for executive and operational decisions across cybersecurity, incident, problem, issue and change management.
- **Data Engineering & ETL:** Centralized cloud-based data preparation and ETL management by operationalizing Power BI Service Dataflows Gen1 — enabling reusable, governed datasets for high-performance semantic models and reliable report delivery.
- **Workflow Automation:** Cut manual data-collection effort by up to 60% by building automated intake workflows in Microsoft O365 — integrating SharePoint, Forms, and Power Automate across the reporting pipeline.
- **Stakeholder Engagement & Advisory:** Partnered with business and technology stakeholders to translate complex requirements into targeted Power BI and automation solutions — guiding metrics definition, data modeling, and reporting architecture to improve operational visibility.

TIMEINTELLIGENCE LLC

Business Intelligence Consultant

August 2022 – October 2023

- **Client Delivery & Decision Intelligence:** Led end-to-end BI consulting engagements for clients across multiple industries — delivering Power BI dashboards, paginated reports, and data models that translated complex operational data into clear, actionable intelligence — reducing recurring manual reporting effort by up to 60%.
- **ETL & Data Engineering:** Engineered full ETL pipelines and sophisticated data models using Power BI Desktop & Service, Power Query, SQL Server, PostgreSQL, Python Pandas, KNIME, and Alteryx — loading data from disparate sources into high-performance, analysis-ready semantic models.
- **AI-Assisted Analytics Development:** Early adopter of ChatGPT to accelerate Power BI measure creation, DAX troubleshooting, and analytical result interpretation — using AI-assisted workflows to improve development speed while validating outputs against business logic and data quality expectations.
- **Workflow Automation:** Delivered measurable time and cost savings for clients by designing end-to-end process automation with Power Automate, SharePoint, and Microsoft Forms.
- **Advisory & Requirements:** Served as a trusted advisor to client stakeholders — eliciting business requirements, defining KPIs and metrics frameworks, and translating information needs into purpose-built BI and automation solutions.

NORTHROP-GRUMMAN CORP — (Contract)

Business Intelligence Engineer

Feb 2022 – Aug 2022

- **Requirements Elicitation:** Elicited and documented business requirements from stakeholders across multiple company sectors and divisions — ensuring thorough alignment of BI deliverables with organizational goals and performance tracking objectives.
- **Data Preparation & Quality:** Performed end-to-end data preparation in Alteryx — ensuring quality, completeness, and consistency for enterprise analytics while cutting repetitive manual preparation effort by up to 70%.
- **Data Visualization & Reporting:** Published Tableau dashboards and interactive reports for enterprise audiences — enabling stakeholders across divisions to monitor performance and act on insights.
- **Stakeholder Analysis & Insights:** Delivered actionable recommendations to stakeholders — partnering with Data Engineers and Data Scientists to align metrics and KPIs with cross-functional decisions.

- **Documentation & Change Management:** Developed and maintained detailed documentation of project data sources, data flows, and data models in Jira, Confluence, and SharePoint — facilitating future change management activities and ensuring analytical reproducibility — and revamped the department's SharePoint site to centralize documentation — integrating Microsoft Forms, Power Automate, and Outlook for data capture, library management, and access governance.

WELLS FARGO BANK

May 2017 – Feb 2022

Report Developer – EIT International Risk Management Department (May 2017 – Dec 2017)

Senior Control Management Specialist – Issue Thematic Analysis Department (Jan 2018 – Feb 2022)

- **BI Adoption & Implementation:** Pioneered the adoption and enterprise-wide implementation of Power BI and Tableau across IT Risk Management teams spanning the US, LATAM, EMEA, and APAC regions — establishing standardized analytics across a globally distributed organization.
- **Executive Reporting & Self-Service Analytics:** Produced operational and strategic insights for senior management and executive teams using Tableau — giving internal and external audiences self-service ad hoc reporting and reducing manual report generation by up to 80%.
- **Risk Analytics & Pattern Detection:** Strengthened analysis of risk data — identifying trends, anomalies, and areas of concern to support risk mitigation and issue management.
- **Process Efficiency & Reporting Accuracy:** Redesigned report workflows to improve reporting efficiency and accuracy — cutting generation time and improving data reliability.
- **SharePoint & Data Management:** Served as SharePoint Site Collection Manager — leading site architecture, sub-site creation, and access lifecycle management, plus automated data capture and notification workflows integrated with Excel and Access.

EDUCATION & CERTIFICATIONS

EDUCATION

- **Business Analytics** Certificate, Harvard University | 2021 | [Verification](#)
- **Master of Science – Information Technologies** – Information Security, American InterContinental University | 2005
- **Master of Arts** – Applied Humanities, University of Miami | 2001

CERTIFICATIONS

- Microsoft Certified **AI Transformation Leader AB-731**, Microsoft Corporation | 2026 | [Verification](#)
- Certified **Power Platform Fundamentals PL-900**, Microsoft Corporation | 2025 | [Verification](#)
- Certified **Alteryx Designer Core**, Alteryx Corporation | 2023 | [Verification](#)
- Certified **Microsoft Power BI Data Analyst PL-300**, Microsoft Corporation | 2023 | [Verification](#)
- Certified **Basic Proficiency in KNIME Analytics Platform**, KNIME | 2023 | [Verification](#)
- Certified **CompTIA Data+**, The Computing Technology Industry Association (CompTIA) | 2023 | [Verification](#)
- Certified **Tableau Desktop Specialist**, Tableau Software LLC | 2022 | [Verification](#)
- Certified **Microsoft Office Specialist – Access Expert**, Microsoft Corporation | 2021 | [Verification](#)
- Certified **Expert in Business Process Management (OCBE)™**, Object Management Group | 2008 | [Verification](#)

PUBLICATIONS

Author, Microsoft Fabric Insights — Thread by Thread series (10 books; Book 1 published, Books 2–4 forthcoming):
[Book 1 – Data Governance & Security](#) • Book 2 – Data Ingestion • Book 3 – Data Transformation • Book 4 – Data Pipelines
 • Book 5 – Data Modeling • Book 6 – Data Reporting • Book 7 – Real Time Intelligence • Book 8 – Administration and Monitoring • Book 9 – Data Science • Book 10 – DevOps and CI/CD