

# Ismael Gonzalez, D.B.A.C, M.B.A. L.S.S.B.B.

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**Country of Main Location:** United States of America

**Average Grade:** GS-12 – GS-15

**Background Checked:** Full at September 2019 (by Department of Homeland Security)

**Expertise:** Virtual Assistance, MIS, Data Science, Analytics, Intelligence, Administrative Automation, Business Development, Strategical Planning, Human Resources (Personnel Selection/Organizational Behavior), Coaching, Innovation, Marketing & Advertisement.

## EDUCATION:

**D.B.A.C (Doctorate) – Management Information Systems** – (GPA 4.0) EGY – 2022

Specialization: Data Mining, Data Warehouse, and Multisystem

Ana G Mendez University – PR, US

**M.B.A. (Master) – Human Resources Administration** – (GPA 3.93) – 2018

Specialization: Leadership and Organizational Behavior

Ana G Mendez University (UMET) – PR, US

**B.B.A. (Bachelor) – Marketing** – (GPA 3.98) – 2016

Ana G Mendez University (UMET) – PR, US

**G.A. (Associate) – Strategical Management** – (GPA 4.0) – 1994

US Army - R.O.T.C. Program

University of Puerto Rico (CUC) – PR, US

**Certification – Lean Six Sigma (Black Belt)**

Six Sigma Global Institute – MA, US (Online)

**Certification – Lean Six Sigma (Green Belt)**

Institute of Industrial and Systems Engineers (IISE) – PR, US

**Certification – Diversity and Inclusion (Yellow Belt)**

Six Sigma Global Institute – MA, US (Online)

**Certification – Project Management**

Project Management Institute – CA, US (SSGI Online)

**Certification – Relational Databases and Statistical Learning**

Stanford University – CA, US (Online)

## WORK EXPERIENCE:

### VirtualitUS, LLC

**11/2019 – Present**

Compliance, Analysis, and Development

**Grade Level: 14 (Eqv)**

#### **Business Developer and Chief Data Scientist**

**Hours per week: 30**

- Established the organization's human resources policies and procedures.
- Organized, supervised, and coached the personnel selection and recruitment process.
- Analyzed the International Virtual Assistance market and established actions to do.
- Identified international suppliers and collaborators creating a business relationship with them.
- Designed and created the organization's branding, advertising, web, and social platforms.
- Assisted in the business, international market, finance, and management viability studies.
- Structured the international contracting procedure for clients and human capital resources.
- Maintained direct relation with the Board of Directors and all divisions leads to assure the goals achievements, operation continuity, recovery regulations, and policy monitoring.
- Defined client's requirements and services to provide according to the federal regulations.
- Reported to the Board of Directors all business phases identifying better management practices.
- As a Data Scientist, I completed the ETL process with multiple databases.
- Analyzed and Visualized many reports with accurate results and great suggestions.
- Planned and created the bases to develop an Artificial Intelligence (AI) reporting tool.
- Coordinated multiple teams of work to complete targets with excellent results.
- Identified internal and external resources to establish better ways to complete our assignments.
- Recognized and managed multiple systems combinations to achieve our goal and clients' need.
- Assured the business continuity and organization achievement for all current contracts.

### Boxnon Corp

**11/2012 – Present**

Executive Office

**Grade Level: NA**

#### **Marketing Strategist (Consultant)**

**Hours per week: 10**

- Development of national and international business relations and partners integration.
- Coordinated clients and partner's meetings and activities to establish a business relationship.
- Evaluated and advised about business and commercial lease in Puerto Rico.
- Recommended better business to our clients and partners to find the best deal between both.
- Coordinated meetings between potential tenants and commercial buildings owners/landlords.

## Department of Homeland Security - FEMA

Planning & Analytics Section

02/2019 – 01/2020

Grade Level: 11 (Eqv)

### Planning Group Supervisor

Hours per week: 45

- Assisted all Units and Divisions in any matter to support them to achieve their mission.
- Developed strategies to increase the efficiency and productivity like; Conference Room reservation by Outlook, Accountability Report and Call Down Report by OneDrive.
- Analyzed daily efforts and organizational issues to automatized procedures and developing solutions to increase proficiency and accuracy.
- Analyzed all Brach data to create intelligence to advise better practices in the branch operation.
- Maintained direct relation with the Branch Director and all Branch Sections Programs Leads to assure the Branch operation continuity, recovery regulations, and policy monitoring.
- Managed and administrated the Brach Calendar (Agenda) to maintain functionality.
- Planned and scheduled all Units and Divisions' meetings; Conference Layout, Moderator, Documentation, Visual and Audio communication.
- Administered all Branch communication announcements, reports, and support to the Program Leads to provide service to survivors.
- Created, Distributed, and Filed all Branch Planning Reports like; Join Communication Plan, COOP, Incident Complex, SPOT Report, 205, 205-A, 207, 215, 230, Municipalities, etc.

## Department of Homeland Security - FEMA

Planning & Analytics Section

12/2017 – 02/2019

Grade Level: 11 (Eqv)

### Data Analytics Unit Lead

Hours per week: 50

- Recognized by Mike Byrne, CAD FCO, for our outstanding efforts and products.
- Recruited and Developed the National (local) Analytics Team and our organizational behavior.
- Analyzed data to created Business Intelligence about the Agency procedures and protocols.
- Managed the knowledge created from the intelligence analyzed to make recommendations and integrates the players to identify improvement opportunities and Mission best practices.
- Collected, Extracted, Managed, Cleansed, Analyzed, Modeled, and Visualized data relating to economic/finance, the local and federal government, military, port facilities, waterborne commerce, and critical infrastructure/key resources, and environmental hazards.
- Met with POCs to back-forward ideas to created optimal visualizations and data analysis.
- Created the Roosevelt Road Recovery Hub (R3H) Project, now known as *Repair Essential Infrastructure and Rejuvenate Economic Activity for Roosevelt Roads*, to develop Puerto Rico's East area Socio-Economy using the former military base like an economic engine.
- Top Head Creator of FEMAX, Master Map, Commodities App, and Project Life project.
- Top Head Creator of Project Life to evaluate the reasons for the death after Hurricane Maria.
- Joined US Census Bureau, PR Planning Board, PR Dept. of Housing, and the US Commissioner in Washington Office to create the Rural & Urban Project to clarify the demography classification and make viable new Federal Grants to Economic development of the Island.
- Modeled the Data Analytics Share Drive folders as Data Warehouse best practices rules.

- Designed and created Commodities' visualizations to Operations, Logistic's Divisions.
- Top Head Creator of the Mayor's Survey to analyze the Commodities distribution.
- Helped to MaxTrax Lead, H. Milton, to create the Issue Request Form to Geo/Data Analysis.
- Used statistics background and knowledge to identify patterns using machine learning.
- Designed and developed charts to Command Staff, General Staff, and Chiefs of Staff's presentations.
- Coordinated and/or collaborated to created charts/graphs to create multiple reports.
- Introduced and trained the personnel in Power BI, Tableau, SPSS, Python, RStudio, Share Point, Visual Studio, and Microsoft tools like Excel and PowerPoint, Access, Visio, and MS Project.
- Designed, created, and maintained dashboards for multiple Sectors and Sections.

## **Department of Homeland Security - FEMA**

**11/2017 – 12/2017**

Human Resources

**Grade Level:** 09 (Eqv)

### **Human Resources Specialist**

**Hours per week:** 50

- Developed strategies to identify qualified candidates measuring professional background/education.
- Reed and evaluate all resumes (CV) in the ATS system to determine the best candidates.
- Provided coordination and management for recruitment interviews and training procedures.
- Supported the Divisions' POCs to organize, complete, and report interviews with candidates.
- Supported OCHCCO Chief Staff and his team to reorganize and complete Local Hire's interviews.

## **Prime Properties**

**11/2015 – 01/2019**

Executive Board

**Grade Level:** NA

### **Business Developer** (part-time)

**Hours per week:** 10

- Development of national and international business relations and partners integration.
- Coordinated clients and partner's meetings and activities to establish a business relationship.
- Evaluated and advised about business and commercial lease in Puerto Rico.
- Recommended better business to our clients and partners to find the best deal between both.
- Coordinated meetings between potential tenants and commercial buildings owners/landlords.
- Identified and evaluated the better properties and locations to move the client operations.
- Worked hand to hand with infrastructure evaluators to find the best alternative to our clients.
- Supported and Advised landlords and tenants of the contract details to close the deal.
- Created the branding, logos, webpages, and advertisement items to our firm and clients.

## **DataCloud, LLC**

**09/2012 – 10/2015**

Executive Board

**Grade Level:** NA

### **Business Developer and UX/UI – Database Designer** (part-time)

**Hours per week:** 15

- Software, Applications, User Interface, and Experience Designer.
- Development of Organizational Behavior, Employee Recruitment, and Advertisement Group.

- Created and branding developing of; MedScrip, MediTouch, Qponator, and Shopper ToGo.
- Integrated the medical billing partnership with our peer Inmediata to our own EHR software.
- Electronic Health Record (EHR) and e-Commerce platforms concepts and development.
- Supported the Sales and Marketing department to clients and partners engagement.
- Created traditional media (radio, newspapers, and TV) and Social Media campaigns.
- Created branding, logos, webpages, advertisement items to our clients.

## **National Financial Services**

**09/2012–10/2017**

Executive Board

**Grade Level: NA**

### **Regional Compliance Manager**

**Hours per week: 48**

- Determined foreclosure, repossession, and settlement procedures according to Federal Government requirements to evaluate strategies and establish protocols to assured Federal Grant compliance.
- Coordinated the recruitment procedure, identified personnel compliance issues, and provided advice or training to minimize risk and improve efficiency.
- Proficient management of Know Your Customer (KYC), Bank Secretary Act (BSA), and Anti-Money Laundering (AML) Finance and Compliance standards to outside and inside duties.
- Supported to Finance department to report the grant's status including income, expenditures by line-item, budget, and funds remaining using Open Sky Grant Management software.
- Coordinated with the department's managers the grant's implementation, change of plans, and outcomes to planning the strategies and reporting to the Federal Government follow DATA and OMB.
- Identified and reported our nonprofit organization's challenges, successes, and lessons annually.
- Prepared finance and management reports and presentations with the intelligence generated to headquarters' national meetings with stakeholders. Many of my proposals were nationwide integrated.
- Assisted in Human Resources to recruited, trained, and evaluated 60 employees and 4 managers.
- Organized the departments' employees and managers to maintain excellent office behavior and achieve established targets for revenue, organizational behavior, and customer satisfaction.
- Analyzed business intelligence (BI) reports to identify strengths and weaknesses, also evaluate new procedures and future interests. I have a pleasure to been created ten (10) new organizational policies.
- Established the medical billing department joining the Inmediata Health Group's network.
- Assisted in the Marketing department to create media campaigns and social media strategies.
- Helped to created company branding, logos, and advertisement items.
- Negotiated with suppliers and customer prices for services and products.

## **International Home Products**

**05/2009–09/2012**

Finance and Accountability

**Grade Level: NA**

### **Lost Recovery and Customer Satisfaction Supervisor**

**Hours per week: 40**

- Analyzed credit historical issues, collections, and settlements to increase company revenue and customer satisfaction.
- Recruited the department employees and established procedures to grantee efficiency.
- Identified employees' strengths and weaknesses to determine Human Resources strategies.
- Recognized corporate behavior strategies and procedures to increase customer satisfaction.
- Coordinated field collections and customer support to improve revenue and satisfaction.
- Worked in the transition from SAP to a customized Management and Inventory System.

## **Toyota Financial Services**

**09/2002–05/2009**

Collection and Recovery

**Grade Level: NA**

**Senior Collection Specialist** (Team Leader)

**Hours per week: 40**

- Trainer and Team Leader of collection efforts, coordinating and evaluating the inside and outside customer service.
- Coordinated interface with collection agencies and contracted law firms, and monitoring their performance to assured achieve our targets, in the meantime, maintaining our customer satisfaction.
- Maintained delinquency and customer satisfaction according to the organization targets, in the meanwhile, avoided losses or repossessions.
- Analyzed legal procedures, approved and represented as witness our Organization in lawsuits.
- Audited internal and external procedures to evaluate and identify efficiency improvements.
- Investigated fraud and criminal cases, also coordinated field effort around all Puerto Rico.
- Coordinated with regional's Police Stolen Cars Divisions strategies and procedures to file lawsuits to recover financed and miss.

## **First Bank**

**03/1996–09/2002**

Collection and Recovery Department

**Grade Level: NA**

**Preventive Collection Team Leader and Contractor Auditor**

**Hours per week: 40**

- Trainer and Team Leader of the collections department and customer service's call center.
- Coordinated programming interface between the Institution and collections agencies or law offices.
- Evaluated and monitored bank property during the foreclosure process.
- Trained and evaluated collections agencies or law offices to assure a compliance measure.
- Legal settlements and lawsuits Analyzing, Approvals, and participate like a bank's witness.
- Prepared monthly reports and statistics to be discussed with high-level management.

## **Language Skills:**

**English** – Native Level

**Spanish** – Native Level

**Português** – Beginner Level

**普通话** – Beginner Level

## Additional Skills:

### Professional Skills

LSS and Agile Oriented  
 Researcher  
 Creative & Visionary  
 Structured Leadership  
 Teamwork Influencer  
 Emotional Intelligent  
 Ethical and Focused  
 Perceptive and Perseverant  
 Innovation & Development

### Technological Skills

Microsoft Office 365  
 ✓ Excel Advanced, Power BI & Visio  
 SPSS and SmartPLS  
 Tableau Desktop and Public  
 Nvivo (Qualitative Analyzer)  
 Arc GIS and Hazus  
 Visual and R Studio  
 CRM (Dynamics and Zoho)  
 HTML and UI/UX Designer

## Training & Courses:

- 2020, Institute of Industrial & Systems Engineers – Norcross, GA (Online)  
**Analytics: Enterprise Performance Management** – In Process
- 2020, Six Sigma Global Institute – Boston, MA  
**Lean Six Sigma** (Green Belt) – In Process
- 2020, Ana G Mendez University – Gurabo, PR  
**Lean Six Sigma** (Yellow Belt)
- 2019, FEMA Emergency Management Institute – Washington, DC  
**Excel 2016 Advanced** (Power Pivot, Custom Formatting, Fills, and Forms)
- 2019, Ana G Mendez University – Gurabo, PR  
**SmartPLS** (Second generation of statistical analysis)
- 2018, Ana G Mendez University – San Juan, PR  
**SPSS** (Statistical basic process)
- 2018, FEMA Emergency Management Institute – Washington, DC & Online  
**DF416** (Diversity- Making it Work)  
**DF 434** (Introduction to Equal Rights)  
**DF 506** (Sexual Harassment)  
**DF 520** (Max-Trax [Introduction, Files, and Dashboards])  
**DF 907** (Active Shooter Briefing)  
**DTS Deployer** (Introduction to DTS Deployer)  
**ERO-01** (Civility Training)  
**FOD00010** (Grants Manager Basics)  
**FOD00007** (Grants Manager for Task Force Leader)  
**FOD00004** (Grants Manager for Project Specialists)  
**FOD00002** (Implementing Public Assistance Alternative Procedures)  
**FOD00003** (Public Assistance Bootcamp for 4339DR-PR)  
**FOD00035** (Documentation & Performance, Conduct & Misconduct Complaints)  
**IS 18.19** (FEMA EEO)  
**IS 20.19** (Diversity Awareness)



**IS 33.17** (Initial Ethics)  
**IS 35.19** (Safety)  
**IS 38.19** (Fraud Awareness and Prevention)  
**IS 63.b** (Geospatial Information Infrastructure)  
**IS 100b** (Incident Command Systems)  
**IS 102c** (Preparing Federal Disaster Operation)  
**IS 200b** (Initial Action Incident)  
**IS 201** (Incident Action Plan)  
**IS 230b** (Fundamental Emergency Management)  
**IS 235c** (Emergency Planning)  
**IS 240b** (Leadership and Influence)  
**IS 300** (Intermediate ICS for Expanding Incidents)  
**IS 368** (Including People with Disabilities...)  
**IS 453** (Introduction to HS Planning)  
**IS 454** (Fundamentals Risk Management)  
**IS 546a** (Continuity of Operations)  
**IS 650b** (Building Partnerships with Tribal Governments)  
**IS 700a** (National Incident Management System)  
**IS 800b** (National Response Framework)  
**IS 822** (Fundamentals of Management and Support)  
**IS 825** (FEMA Incident Action Planning)  
**IS 1150** (DHS Human Trafficking Awareness)  
**IS 2900** (National Disaster Recovery Framework)  
**L 0754** (Planning Section Specialist)  
**L 0276** (Benefits-Cost Analysis)  
**L 0496** (Federal Volunteer and Donations Management)  
**L 0590** (Human Resources)  
**L 0313** (Basic Hazus [ArcGIS])  
**L 0705** (Fundamentals of Grants Management)

2018, Statistic Institute of Puerto Rico – San Juan, PR-US

**TabP01** (Tableau Public)

**CKan** (Bulk Data Management)

**FactFinder** (US Census Bureau Research Tools)

2018, Microsoft Virtual Academy– New Mexico, US (Online)

**Analytics: BI: Power BI**

2018, Microsoft Virtual Academy– New Mexico, US (Online)

**Data Analysis using Excel**

2017, Analytics Academy (Google) – California, US (Online)

**Analytics Principals**



2015, Ana G Mendez University – San Juan, PR  
**Techniques of Neuromarketing** (CRN SG-001/968)

2012, Stanford University – California, US (Online)  
**Relational Databases and Statistical Learning**

2007, Trans Union of Puerto Rico – San Juan, PR  
**Codes and Credit Score & Fair Collection Act.**

### **Philanthropy**

2019, SCORE / SBA (National)  
**Mentor**

2015, PathStone (Puerto Rico)  
**Mentor**

2015, Iberoamerican Histiocytosis Association (Fundación Ian González)  
**Chairman**

2014, Make-A-Wish (Puerto Rico)  
**Collaborator**

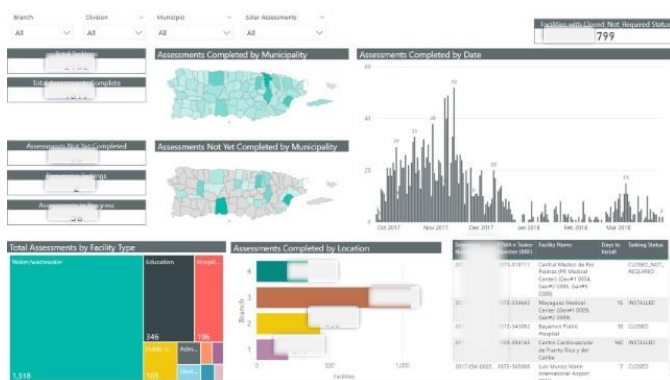
2014, American Cancer Society (Puerto Rico)  
**Collaborator**

### **RECENT WORK:**

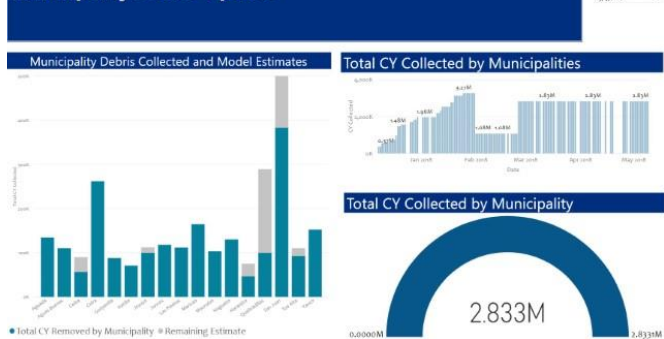
Some products that I'm working on or worked recently are attached.

## ATTACHMENTS (Previous Work):

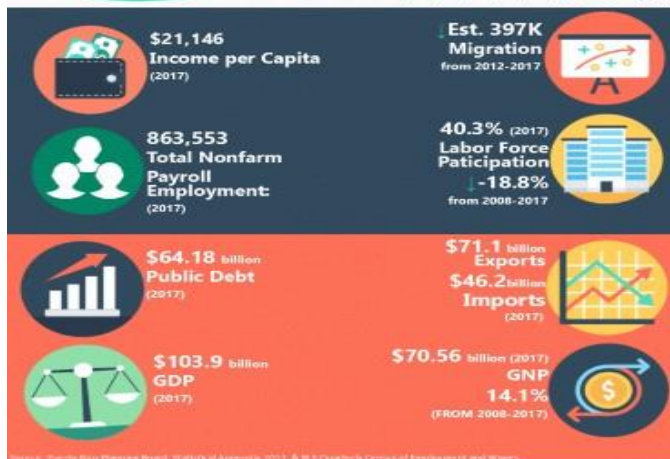
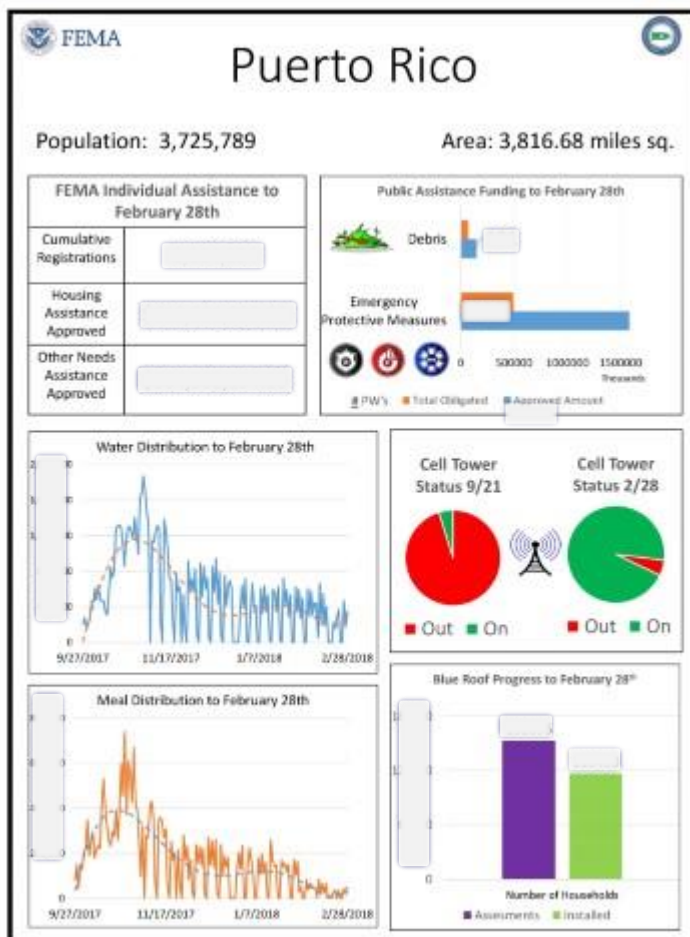
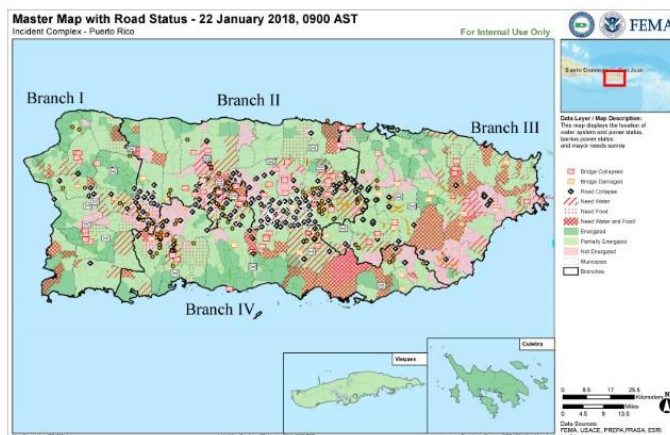
Some Products made during the DR-4339DR-PR (Hurricane Maria)



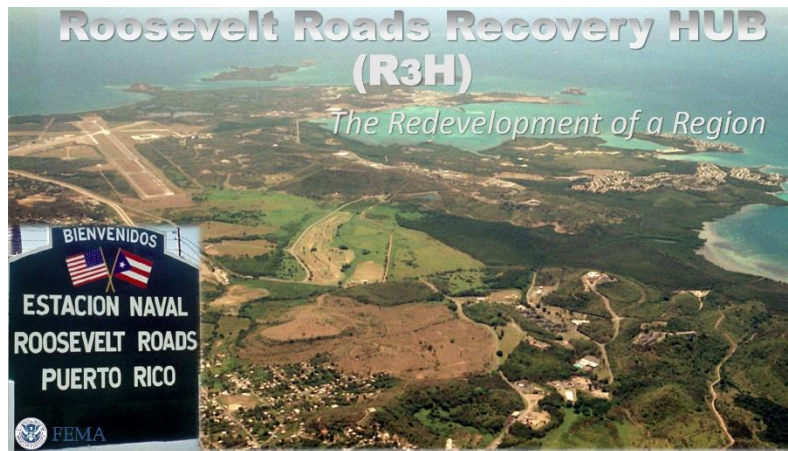
### Municipality Debris Update



### Branch I Debris Update



Roosevelt Roads Recovery Hub (R3H) is a report created to identify some important points of potential economic development inside the former Navy Base located in Puerto Rico's East coast. This report makes recommendations considering the infrastructure and natural environment around the Naval Base.




The Branch II Accountability Report was created to help Branch Leadership to identify available spaces for employees, personnel reporting, and daily accountability. This report is a great tool for maximizing personnel efforts.

Branch II Accountability Report

						TOTAL Staff	Chairs Occupied	Chairs Available
						55	44	11
Date	Section	Lead	Personnel	Title	Status	Reported	Personnel In	Personnel Out
10/16/2019	PA	Elizabeth Waltemath	Elizabeth Waltemath	PAOO	LOC	Personal Out	0	1
10/16/2019	PA	Elizabeth Waltemath	Audrey Swann	PASIS	RSV	In Office	1	0
10/16/2019	PA	Elizabeth Waltemath	Campbell Gunther	PDMG	RSV	In Office	1	0
10/16/2019	PA	Elizabeth Waltemath	Charlene Ruiz	PA	RSV	In Office	1	0
10/16/2019	PA	Elizabeth Waltemath	Coral M. Soto	ASPS	RSV	In Office	1	0
10/16/2019	PA	Elizabeth Waltemath	Courtney Goggins	PDMG	RSV	In Office	1	0
10/16/2019	PA	Elizabeth Waltemath	Daniel Brokman	PAPS	RSV	Choose One	0	1
10/16/2019	PA	Elizabeth Waltemath	Delila Santiago	OPS	RSV	In Office	1	0
10/16/2019	PA	Elizabeth Waltemath	Donnie Alexander	PAPS	RSV	Choose One	0	1
10/16/2019	PA	Elizabeth Waltemath	Eduardo Rosario	PASIS	RSV	Sick Full or Partial	0	1

The Branch III Call Down Report was designed to make the “call down report” faster and accurate. The supervisor only must do with the hours and the personnel count and the report creates the final count and average time frame by Unit, Sector, and Branch. Also, the report includes a percent of accurate and complete.

Branch III Call Down Report										As of			
10/15/2019													
Program	Staff Count (Target)	Name	Primary Phone	Alternative Phone	Initial Contact	Final Contact	Duration Average	TOTAL Counted	Countless			TOTAL Countless	Counted %
									Sick Leave	Rotation	No Reason		
BD	231	Jossely Torres	202-710-4530		Total Duration	00:00		231	0	0	0	0	100%
Ops Supp.	33	Charlene De Jesus	202-679-0255	787-246-4202	0:00	0:00	0:00	33					100%
HR	99	Rosemarie Rodriguez	202-874-7983	787-364-1626	0:00	0:00	0:00	99					100%
Security	1	Robert A. Brendel	202-702-9152	571-436-1303	0:00	0:00	0:00	1					100%
Planning	51	Ramon Sanchez	202-704-7008	787-249-1853	0:00	0:00	0:00	51					100%
Logistics	25	Jovany Rodriguez	202-704-4145	702-682-3888	0:00	0:00	0:00	25					100%
Nestle	22	Dennis Dugan	202-812-5790		0:00	0:00	0:00	22					100%
Ops	33	Charlene De Jesus	202-679-0255	787-246-4202	Duration	00:00		33	0	0	0	0	100%
IGA	4	Alberto Vega	202-718-3613	787-414-6151	0:00	0:00	0:00	4					100%
HSS/DCM	4	Veronica Bezares	202-676-7398	787-383-8889	0:00	0:00	0:00	4					100%
VAL	2	Saudith Rivera	202-717-4254		0:00	0:00	0:00	2					100%
HM	19	Yareli Dominguez	202-803-3536	787-370-4459	0:00	0:00	0:00	19					100%
Deris	3	Sonia Rodriguez	202-706-4682	787-633-0159	0:00	0:00	0:00	3					100%
HR	99	Rosemarie Rodriguez	202-874-7983	787-364-1626	Duration	00:00		99	0	0	0	0	100%
PA	54	Nayestha Rosario	202-422-0014	787-316-1943	0:00	0:00	0:00	54					100%
Log-Sp	3	Nancy Pomaes	202-717-3423		0:00	0:00	0:00	3					100%
Safety	1	Frances Correa	787-221-1693		0:00	0:00	0:00	1					100%
CRC	30	Leopoldo Candelas	202-705-8817	787-310-2631	0:00	0:00	0:00	30					100%
CPCB	3	William Pitre	202-705-2363	787-799-9546	0:00	0:00	0:00	3					100%
EHP	7	Emanuel Ross (Acting)	202-826-4357		0:00	0:00	0:00	7					100%
Planning	21	Ramon Sanchez	202-704-7008	787-249-1853	Duration	00:00		21	0	0	0	0	100%