



OFFICE OF THE MAYOR

555 South 10th Street, Suite 301 | Lincoln, NE 68508
402-441-7511 | F: 402-441-7120 | mayor@lincoln.ne.gov

RECEIVED

SEP 30 2020

**LANCASTER COUNTY
BOARD**

MEMO

TO: Lancaster County Board of Commissioners

FROM: Adelle Burk
Aide to the Mayor

DATE: September 29, 2020

RE: Appointment to Lincoln-Lancaster County Planning Commission

Please consider approval of the following appointment to the Lincoln-Lancaster County Planning Commission for a term to expire on 8-24-2025:

- Lorenzo A. Ball, Jr.

Mr. Ball's application and resume are attached for your review. We request that he appear before the County Board at their meeting on October 27 if possible.

If you have any questions, please contact me at 531-207-3471. Thank you for your consideration.

Application Form

Profile

Title

Mr.

Lorenzo

First Name

A

Middle Initial

Ball Jr

Last Name

[REDACTED]

Email Address

[REDACTED]

Home Address

[REDACTED]

City

[REDACTED]

Suite or Apt

[REDACTED]

State

[REDACTED]

Postal Code

What City Council district do you live in?

District 2

[REDACTED]

Primary Phone

Home:

Alternate Phone

Ameritas

Employer

Data & Analytics Officer

Job Title

Which Boards would you like to apply for?

Lincoln-Lancaster County Planning Commission: Submitted

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board or commission?

I'm very interested in the growth and development of Lincoln. Since my relocation to and residency of the city, I've come to experience the great community, quality of life and opportunities the city has to offer. I would like to ensure that as the city grows, I can lend my experiences to making Lincoln a destination for residency and business. As a potential member of the planning commission, I would like to see inclusive growth to Lincoln through thoughtful policies and planning strategies around zoning, equity, mobility and sustainability.

Employment History

See Attached Resume

Education

See Attached Resume

Activities

* UNL College of Business - Advisory Board - Business Analytics Program * STEM based Mentorship *
Startup Advisor/Executive in Residence

Demographics

The City of Lincoln places tremendous value in maintaining a diverse group of representatives on our boards and commissions. Everyone is different, everyone is necessary and everyone has a valuable perspective to offer. We are committed to appointing diverse and talented individuals who reflect our community and whose differences enhance the services we provide to our residents.

Ethnicity

African American

Gender

Male

Sexual Orientation

Straight/Heterosexual

05/03/1974

Date of Birth

Lorenzo Ball Jr



CHIEF DATA & ANALYTICS OFFICER

COMPLEX IMPLEMENTATIONS ■ BUSINESS DEVELOPMENT ■ STRATEGY ■ THOUGHT LEADERSHIP

High performing Executive who advises C-Level and senior leaders in their business transformations as they mature in using technology to grow, improve performance and achieve operational efficiency. After more than 20 years working in technology, he knows what truly drives effective strategies and transformations across a spectrum of industries – startups, Fortune 500 companies and nonprofit organizations. Lorenzo is a consummate leader who has managed global high-performing teams and consistently builds positive and respectful relationships with stakeholders.

Proven Capabilities and Competencies

- Executive Communications
- Business Transformation
- Technology Disruption
- Strategic Sourcing
- Data & Analytics Strategy
- Data Security & Risk Remediation
- Regulatory Compliance
- Data Governance
- Big Data & Analytics Solutions
- Corporate Governance
- P&L / Budget Oversight
- Global Initiatives

Professional Experience

Ameritas, Lincoln, NE

2018 to Present

Ameritas is a medium size financial services that offers insurance, financial services and employee benefits. With over 4 million customers and \$35B+ Assets Under Management, Ameritas helps individuals and businesses plan for independence and reduce uncertainty in their future, respectively.

VP- IT, Chief Data & Analytics Officer

Recruited to build and grow an enterprise Data & Analytics organization at Ameritas. Responsible for the management of Ameritas data and analytics assets, data governance policies and processes and respective platforms.

- ▶ Managed and operated a \$7M annual budget.
- ▶ Defined comprehensive strategy and business plan for a best in class Modern Data Culture, which shifted traditional data approaches to a use of advanced analytics and machine learning techniques across the Life and Annuity, Retirement Plans, Group Health and Investment Partners lines of business.
- ▶ Built a 40-person cost-effective delivery and governance organization through hiring and strategic sourcing, which allows for a cost-effective scalable staffing model based on business priority and initiatives.
- ▶ Instrumental in enabling Ameritas Digital Transformation and Connected Customer strategies and initiatives.
- ▶ Translated business goals to technology value added experiences in sales and distribution, product development and management, underwriting and finance (including actuarial activities).
- ▶ Implemented a comprehensive data governance and risk management structure to ensure policies and controls are place on Ameritas data assets.

Slalom, New York, NY

2015 to 2018

A purpose driven global consulting firm that helps companies solve complex business problems through business advisory, customer experience, technology and data and analytics.

Data and Analytics Strategy Practice Area Lead

Leader in the New York Information Management and Analytics Strategy (IMA&S) practice, responsible for growing the book of business through client engagements, strategic partnerships and operational maturity in the NY Market.

- ▶ Own and manage a pipeline of \$1.5M of data and analytics business focused on clients from the Consumer Package Goods, Financial Services, and Retail industries. The book of business consists of a number of strategy and solution engagements ranging from individual contributors to multi organizational teams.
- ▶ Lead several strategic AWS Cloud and On-Premise Big Data Initiatives for Media & Entertainment and Retail organizations allowing them to develop advanced analytic and predictive capabilities for internal operations and customer facing applications.
- ▶ Directed an investment strategy to offer workshops as a pre engagement client activity to capture and understand value drivers, scope of solutions, internal alignment and adoption. Typically, the workshops lead to long term, multi iteration engagements with the clients.
- ▶ Founded an AWS competency team responsible for developing and fostering partner relationships with Amazon and associated 3rd party vendors, developing capabilities on AWS offerings, conducting co-sponsored meetups and boot camps for industry awareness and perspective clients.
- ▶ Promoted technology thought leadership and eminence by authoring and editing content related to innovative solutions and capabilities, cloud adoption and data and analytics services.

International Business Machines (IBM), Piscataway, NJ

2010 to 2015

A global leading technology and consulting company that services thousands of clients in varying industries.

Associate Partner for Business Analytics and Strategy

Enable clients to achieve their business objectives faster with less risk and at a lower cost by defining and helping to implement improvements in how information is identified and acted upon. Leading initiatives spanning policy and business case development, Strategic Capability Roadmaps, Business Intelligence organizational development and capability maturity, advanced analytics, performance and data management.

- ▶ Responsible for procuring on average \$3 Million in revenue per year to the Strategy and Analytics practice for Strategy, Data Mining, and Analytic Solutions related projects.
- ▶ Led large Customer Data Management and Outreach initiative for Tiffany & Co. spanning across 25 countries and over 28 million customers. Application provided single view of the customer, spend analytics, predictive purchasing insights, contact history and next best action for High Value/Tiered customers.
- ▶ Headed Customer Analytics project for Southern California Edison allowing them to optimize their marketing channel mix, right targeting customers, and improve their operational efficiency in supporting their 4.2 million customers. Project help reduce marketing and communication spend by 17%.
- ▶ Facilitated and led process reengineering and strategy effort for a Florida Progress Energy Smart Metering implementation, successfully transitioning Alarms and Events, Billing, Customer Service, and System Update processes for Operational Data Store implementation and advanced analytics.
- ▶ Led the planning and development of a Big Data organization, totaling 20 people, at Sprint Corporation, which supported a real-time data warehouse and Next Best Action predictive solution.

Public Service Enterprise Group (PSEG), Newark, NJ

2008 to 2010

Regional holding company and public utility servicing the electric, gas, and power needs of 2.5 million customers.

Senior Manager of Enterprise Business Intelligence & Content Management

Directed strategic objectives for the Information Technology organization, reducing assets under management and enlarging the application footprint. Established sound fiscal processes that maximized ROI. Revitalized an underperforming, unqualified team, providing motivational leadership and advanced training that returned projects to schedule.

- ▶ Developed Mobile Outage Analytics for field work force to better fiscally manage outages for the Transmission and Distribution organization.
- ▶ Recovered \$1.2 million annually in lost revenue and increased weekly claim resolution 150% by launching a streamlined enterprise claims processing system.
- ▶ Led Master Data Management product master effort for Supply Chain allowing for more efficient procurement; reached a 32% reduction in inventory, shipping, and product cost.
- ▶ Led the implementation and development of SAP BI for CCS. Team responsible for all cubes, extractors, and reports for billing and analysis of meter data utilizing BEX and Business Objects.

Deutsche Bank MHL, New York, NY

2003 to 2008

A leading global investment bank with 77,053 employees and 2,000 branches in 72 countries.

Director of Enterprise Business Intelligence

Charged with creating a centralized analytic and data management department for Deutsche's loan origination company. Owned the strategic plan and budget for support, operational activities, application development, and business process reengineering.

****Early career at companies ADP, Agency.com, Raytheon Systems Company from 1997 to 2002**

Education & Certifications

Master of Science in Engineering in the Management of Technology
University of Pennsylvania – The Wharton School, Philadelphia, PA, 05/12

■ ■ ■
Bachelor of Science in Mathematics, Concentration in Engineering
Morehouse College, Atlanta, GA, 05/97

■ ■ ■
AWS Certified Solutions Architect – Associate
10/17

Recognition, Honors and Appointment

University of Nebraska, School of Business – Advisory Board
Provide Board leadership and governance over UNL Business Analytics Academic degrees and programs.

IBM Business and Technical Leadership Program
Business and Technical Leadership (BTL) is IBM's pipeline management and succession planning process. BTL promotes talent by integrating executive resources, technical resources and top talent to build IBM's executive pipeline.