

Marshall R. Parker, Jr.

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DISTINGUISHED ENGINEER | SERVICENOW TECHNICAL SOLUTIONS ARCHITECT

Strategic, resourceful, results-driven technologist offering expertise in supporting the design and implementation of a ServiceNow platform operating model to achieve your desired outcomes and foster end-user adoption. Innovative business partner, effective communicator, and problem-solving architect known for building and maintaining positive, productive relationships to provide technical evaluation of demands against the ServiceNow platform architecture, platform capabilities, and best practices. Collaborative leader and individual contributor with demonstrated successes in partnering with diverse, cross-functional teams to find the right technical path, align the solution with proven best practices, solve critical business challenges, improve performance, and gain a competitive edge.

CORE COMPETENCIES

Technical Solution Architecture | ServiceNow Solution Design | Data Governance | Data Architecture | Data Analysis | Leadership | Project Management | ServiceNow Platform | Written / Verbal Communication | Leading Org Change

TECHNICAL PROFICIENCIES

Programming Languages: JavaScript | T-SQL | C# | .NET | HTML | ASP | PHP | XML

Enterprise Applications: ServiceNow Platform, CSDM, ITSM, ITOM, HRSD, GRC, SecOps | IBM Connections | SAP MM, IM, OM | Oracle Financials | AWS EC2, S3

Business Applications: Gen AI proficiencies across Gemini, ChatGPT, and homegrown LLM models | Data Analysis with Power BI, Tableau, Microsoft Excel, Informatica | Collaboration Tools

CERTIFICATIONS

ServiceNow: Certified Technical Architect (CTA), Certified System Administrator (CSA), Certified Application Developer (CAD), Certified Implementation Specialist – Service Mapping (CIS-SM), Certified Implementation Specialist – Discovery, Certified Implementation Specialist – APM (CIS-APM)

ITIL: Foundations, CSI

Microsoft: Microsoft Certified Application Developer, Microsoft Certified Systems Engineer

CompTIA: A+

EXPERIENCE

VERIZON, Irving, TX

August 2023 - Present

Distinguished Engineer / CMDB/CSDM Product Manager & Data Architect, ServiceNow Enterprise Platform

Led data governance and architecture for ServiceNow as a Platform for Verizon. Provided solution design, requirements, and POC work across data foundations related products in the ServiceNow ecosystem (Asset, CMDB, CSDM, ITSM, ITOM, and beyond).

- Certified Technical Architect leading implementation of Common Services Data Model (CSDM) 5.0
- Partnered with cross functional teams to architect and guide ServiceNow platform implementations for both internal customer and external business facing instances across ITSM, ITOM, and GRC modules.
- Mentoring and training across internal teams to help elevate the team to a greater understanding of architecture, data management best practices, and transforming thinking away from a simple application centric support model towards a service-aware approach to Enterprise Service Management.

PEPSICO, Plano, TX

August 2009 – August 2023

Global Data Architect / Technical Solution Architect, ServiceNow Enterprise Platform, January 2021 - August 2023

Led data governance and architecture for ServiceNow as a Platform for PepsiCo. Provided solution design and guidance for all new products and all enhancements to existing products on the platform to ensure best practices and guardrails were followed by all product teams.

- Served as Technical Solution Architect for Implementation of Common Services Data Model (CSDM) 4.0
- Defined Data Strategy and Governance for onboarding of multiple ServiceNow Modules (including APM, DPM, SPM, HRSD, GRC, Safe Workplace, and SecOps Incident Management) and custom applications (OT Asset Management, Commercial Sales, and Marketing / Insights).
- Embedded in a project team for a Global Business Services project to deliver Enterprise Service Management (ESM), providing a renewed Service-first portal and data structure built on ServiceNow.
- Partnered with ServiceNow success engineers to implement best practices that improved platform quality, reduced performance issues by 50%, and delivered a data archiving strategy that reduced DB footprint by 75%.

Data Architect, ServiceNow Enterprise Platform, January 2018 – December 2020

Designed and implemented an overall data strategy and governance for ITSM Transformation to migrate from a legacy toolset to an enterprise ServiceNow system and related ecosystem. Designed data structures and reviewed governance for all expansions of the ServiceNow Enterprise Platform to ensure consistency of standards.

- Spearheaded Data Strategy and Governance for ITSM Transformation.
- Implemented ServiceNow ITSM and ITOM modules, including oversight of all data cleansing and conversion for Master Data including a CMDB of over 4 million CIs.
- Defined data normalization and cleansing processes for all data and trained team members on these processes.
- Collaborated with the ITOM team to implement ServiceNow Discovery for 5 global data centers, thousands of field locations, and Service Mapping for 100+ business critical applications.
- Implemented Common Services Data Model (CSDM) 2.0 framework and led knowledge-sharing workshops.

Data Specialist, Global Service Management (GSM), August 2014 – December 2017

Team Lead for Service Management Data and Analytics providing Data Warehouse strategy, day-to-day direction for a team of 5 and delivered critical Data Analysis and Reporting capabilities for Service Management and IT leadership.

- Delivered Data Warehouse to support Global Service Management reporting for all Business Units.
- Federated multiple data warehouse systems into a single, unified system providing cross-functional reporting.
- Led local / global team through mentorship, training and process improvements.
- Member of a leadership initiative to evaluate and introduce TBM as a practice to the Organization.

Analytics Associate Specialist, Global Project Management Group, February 2013 – July 2014

Defined, developed, and delivered a comprehensive Project Management Reporting Strategy, enabling improvements in Project Management capability, efficiency, and maturity across the Global Technology Services portfolio.

- Delivered detailed compliance reporting for all technology projects in partnership with PMOs in each Business Unit.
- Supported migration to the HP PPM tool for all Project management efforts, including dual maintenance of portfolio reports during the transition period from March 2013 – December 2013.
- Partnered with business and technical teams to bring data and analytics improvements to the yearly budget cycle.
- Created an internal Excel User Group, led adoption to over 250 global users, and built a leadership team to continue improving this community user group.

Conversion Team Lead, Project ReNew, December 2011 – January 2013

Led a team of 7 resources through Realization Design, Test, Final Prep, and Cutover phases for all data conversions from Oracle R11.0.3 systems to Oracle R12 as part of the \$75MM project to update the Frito-Lay purchasing and financials engine. Project delivered on-time at the end of 2012 and completed all turnover activities to baseline support.

- Managed a diverse global team and led improvements to reduce cutover downtime from a planned 120 hours to an actual implementation under 45 hours.

ADDITIONAL RELEVANT EXPERIENCE

PEPSICO, Plano, TX

**Data Conversion Team Lead, One Up Release 7
Senior Programmer .NET / MS SQL, End User Services**

ROSE INTERNATIONAL, Chicago, IL

Data Conversion Analyst

MAZESOFT, Plano, TX

Entrepreneur / Small Business Programming Consultant

KELLY IT RESOURCES, Winston-Salem, NC

Programmer, .NET / MS SQL

ARC, INC., Winston-Salem, NC

IMAC Admin

RENAISSANCE WORLDWIDE, Winston-Salem, NC

PC Support Technician II