

SYDNEY ARCHER (CON'T)

Partner: Husband, James.

Pets: Two greyhounds, Willow and Maxx.

Sports/hobbies: Running, hiking, tennis (I make up for a lack of skill with enthusiasm), in-line skating, Sudoku (those puzzles are addictive!) and reading.

My ideal weekend would be a hot and sunny weekend full of activities like hiking in the mountains, playing tennis or jogging on a beach, with time in between to bask in the sun. The perfect day is finished with a luscious French dinner paired with the perfect wine for each course.

Favourite foods: Oh my. This is a long list, so I'll categorize: French cuisine, Thai food, sashimi, Indian food (curry, curry, curry), Bernard Callebaut chocolate, Skor chocolate bars, french fries, virtually all vegetables and fruit, and a perfect medium-rare (mostly rare) tenderloin steak with peppercorn sauce.

If I could be anything at all (besides a SAS consultant), I would be a forensic pathologist, so I could use terms like "petechial hemorrhage."

When I'm not involved on SAS consulting projects, I like to get together with friends and family. I particularly enjoy spoiling my three-year-old nephew.

Something I've learned out in the field doing consulting work for SAS that I feel would benefit other SAS users ...

Though new to SAS, I do have some advice. It's pretty basic, really, though I have seen contrary examples in every industry in which I have worked. My advice is to put the time in up-front. SAS customers implementing the Marketmax financial merchandise planning solution should take the time necessary in the solution definition phase to ensure that the business process design has been completed before moving to subsequent phases of work. Fight the temptation to move ahead prematurely, and you'll avoid extended project timelines, expenses and rework. Once you get the business processes down, the KPIs and the data mapping flow from there.