

Dave Wentzel

484.302.1601 | dave@davewentzel.com | [LinkedIn](#) | [github.com](#) | [Expanded, Online Version of this Resume](#)

Summary

I am a technology executive, architect, and data scientist who helps organizations turn data, analytics, and AI into funded business outcomes—quickly. My method, *Modern Data Ethos*, begins with Design-Thinking discovery to pin down the real business problem, then applies *Vibe Analytics* (conversational AI aimed at that problem) to stand up a working prototype in days instead of months. I've used it with 43 of the Fortune 500 to move from idea to production consumption, and I partner with cloud analytics organizations to scale the approach across their teams.

Areas of Expertise

Applied AI & agentic analytics · Design-Thinking-led discovery · Rapid prototyping-to-funded project · Analytics platform modernization

Professional Experience

Microsoft (Malvern, PA) — 2019–Present (also 2015-2017)

Technical Evangelist, Office of the CTO/Microsoft Technology Center

I work with accounts and “Frontier Firms” to help them solve business problems quickly and accelerate consumption, in a quasi-Forward Deployed Engineering (FDE) capacity. I start with Design Thinking with business stakeholders to determine the problem and the personas we are solving for. Then using Vibe Analytics we build a rapid prototype. The goal is to get the customer to see value quickly and fund a capital project and accelerate consumption.

- Champion of the [Vibe Analytics](#) movement within the industry and Microsoft.
- Created the Frontier Workshop which takes customers on the above AI Journey in a single day. This has led to a new operating entity called [Microsoft Frontier Company](#), which is a combination of my initiatives plus FDE resources to scale (Forward Deployed Engineering).
- Worked with 43 of the Fortune 500 on analytics projects. Average rapid prototype is 2.3 days to get to YES. 62% of prototypes reach production consumption within 3 months.
- Regular conference speaker for Microsoft on Modern Data Ethos and Vibe Analytics.
- Helped CSL Behring win the [2019 Forrester Innovation Award](#).
- [2026 Innovator of the Year Award](#) winner for Vibe Analytics.

10th Magnitude (Philadelphia, PA) — 2018-2019

Chief Technology Officer / Data Team Lead

10th Magnitude was the 2018 Microsoft Global Open Source Applications Azure Partner of the Year. I worked directly for the CIO building analytics projects into 10M's consulting portfolio. This started with hosting data and AI Design Thinking seminars for Microsoft's biggest customers. I developed patterns (*Modern Data Ethos*) where I could scale our analytics teams to meet demand. As a consultancy we focused on implementations using the patterns I created.

- Performed pre-sales engineering for new data engagements and functioned as Tech Lead on many projects.
- Built internal data IP that was sold as packaged solutions for Azure data and analytics projects.

Capax Global (Philadelphia, PA) — 2017-2018

Chief Technology Officer

Capax is a Microsoft Azure Gold SI partner. I developed products and solutions for my clients and assisted Microsoft with implementing those solutions. I start with fast data ingestion known as “Kappa Architecture” and then add Self-Service Analytics to enable employees to make better decisions with data. Machine Learning is pluggable to take data from reactive to predictive. Using that foundation, I created business use case solutions for Customer 360, Demand Signal Repositories, and Retail Optimization.

David Wentzel LLC — 2011–2015

Data Consultant (*concurrent independent consulting*)

Consultant for customers with tricky, non-traditional data problems. Project management, consultative, and technical roles.

- **Web Ad-Analytics Company** — Assisted scaling out/up infrastructure (Hortonworks Hadoop, Storm/Kafka, Vertica) during transition to managed hosting.
- **Pharmaceutical Analytics** — Ran a CRISP-DM data science engagement delivering analytics on a new drug in 3 months vs. 12 months with traditional EDW techniques.
- **Innovation Team** — Modernized data delivery transitioning from relational to document-oriented formats (MongoDB).

Siemens Medical Solutions (Malvern, PA) — 2007-2013

Lead Data Architect

Modernized data architecture for Soarian Financials (now Oracle Cerner), a hospital revenue cycle management solution. Focused on customer pain points (“Ilities Engineering”) to transform KLAS scores from worst in the industry to 3rd place. Took this division from a loss leader to profitability and eventual sale to Cerner.

- **Zero Downtime Upgrades** — Led a team in the design and implementation of a \$4M zero downtime upgrade solution for hospitals with no tolerance for downtime.
- **Declarative Database Deployments** — Rolled out [MD3](#), simplifying error-prone DDL into metadata calls. Defect rates and cycle time dropped dramatically.
- **Real-Time Analytics** — Migrated from batch-oriented overnight ETL to real-time analytics (Lambda/Kappa) using Service Broker. Analytics latency went from 24 hours to 1 hour.
- **Population Health** — Created proofs-of-concept for de-identified population health metrics using a Hadoop data lake across 500+ TB of data.

Deloitte & Touche (Chadds Ford, PA) — 2000-2007

Data Architect

Led database teams throughout client engagements, increasing both business and technical agility.

Technology Skills

Category	Technologies
AI/LLM Stack	Python, GPT, github copilot, agents, agentic workflow, MCP/A2A
Software	VS Code, Anaconda, Jupyter, Claude Code, Codex
Data Platforms	Spark, Databricks, MSFabric, SQL Server, Oracle, Vertica, Snowflake

Education & Certifications

Lebanon Valley College (Annville, PA) — BA, History & Secondary Education

Certifications — PMP, Oracle Certified Professional (OCP), various Microsoft Certified Professional (MCP) credentials

Selected Talks, Writing, and Recognition

- [Frequent Industry Presenter and Podcast Guest](#): Presentations and speaking engagements on AI and Analytics.
- [Magazine article: Executive Perspective](#): Industry magazine featured article on my Modern Data Ethos, Vibe Analytics, Design Thinking, and Rapid Prototyping approaches.
- Winner (with CSL Behring), [2019 Forrester Innovation Award](#)