

**OVERVIEW**

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Craig has an MBA in Management Information Systems, three years of experience in information systems and four years of experience as a professional writer and editor. He has audited information systems for compliance with industry, state, and federal guidelines and regulations in domains such as information security, electronic signatures and prescription drug sample distribution. His experience in marketing and publications management allows him to draft technical documents for specialized audiences while streamlining content and design to enhance usability.

**SOFTWARE PROFICIENCIES**

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- Adobe Creative Suite
- HP Quality Center
- Informatica PowerCenter (including Siperian MDM Hub)
- Microsoft Office, Project, Visio, Access
- Oracle Adverse Event Reporting System (AERS)
- Pharmacovigilance Record Intake and Managed Output (PRIMO)
- Sitecore Content Management System (CMS)
- Trackwise by Sparta System

**PROFESSIONAL EXPERIENCE**

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**Consultant, HighPoint Solutions (King of Prussia, Pa.)** **October 2010 to Present**

Oracle AERS Optimization March-May 2011

- Managed User Acceptance Testing (UAT) for installation of PRIMO and developed Test Design.
- Assisted in management of UAT for implementation of a new AERS workflow
- Developed UAT scripts to validate importation of data from legacy system and continuity of functionality within Oracle AERS workflows, specifically processing of follow-up information

TrackWise Configuration Upgrade May-June 2011

- Conducted dry-run of workflow test scripts for TrackWise enhancements supporting new workflow

Informatica PowerCenter 9.0.1 Upgrade March-May 2011

- Managed testing for an Informatica 9.0.1 Upgrade which migrated an Informatica PowerCenter 8.1.1 system with three environments (DEV, QA, PROD) and an independent instance of Informatica 9.0.1 to a newly installed Informatica 9.0.1 system on virtual machines
- Drafted validation deliverables including Requirements Specification, Test Plan, Installation Qualification (IQ), Application Test scripts, Test Summary Report and Risk Assessment
- Drafted Test Scripts to verify installation/configuration of the system as well as ensure successful migration of all Informatica connections, files, folders and users
- Leveraged HP Quality Center to facilitate execution of Application Testing
- Solicited business and functional requirements for the system, ensured traceability during testing
- Ensured all test executions and deliverables were in compliance with Forest internal policies related to computer system testing and validation

Online Sample Drug Request System Audit March-May 2011

- Audited custom-built Online Sample Drug Request System for compliance with 21 CFR Part 11 and parts 203/205 as related electronic signatures and sample distribution to health care professionals respectively
- Ensured that system validation activities performed were adequate to demonstrate compliance and that the delivered product met requirements set forth by customer
- Provided recommendations to customer and vendor to improve the system at the next iteration

Informatica Customer Master Work Instructions January-March 2011

- Drafted work instructions for data stewards of Customer Master system covering topics such as executing load and extract workflows; modifying LOV and cleanse lists; processing rejected records; and propagating repository objects across environments

# **CRAIG EISENBERGER**

## **Siperian Master Data Management Transition Project** **November-December 2010**

- Reviewed and prepared documentation to facilitate a knowledge transfer for a HighPoint Solutions team preparing to administer the client's Siperian/Informatica Master Data Management system
- Drafted a high-level overview for business audiences and new hires to explain the MDM system and providing access to previously disparate project documentation
- Edited existing project documentation to be consistent with documentation to be developed
- Identified gaps in existing technical documentation to be mitigated by the incoming team

## **TrackWise Complaint Handling Project** **October-November 2010**

- Performed Operational Qualification (OQ) testing of Trackwise software deployed to manage complaints, investigations and Corrective Action/Preventative Action (CAPA) processes
- Assisted in administering User Application Testing (UAT)
- Edited training documentation and user guide to ensure accuracy, clarity, content, and usability

## **Marketing and Communications Consultant, Drexel University (Philadelphia, Pa.)** **2006-2010**

- Served as editor of daily eNewsletter (cir. 25,000) and monthly print newsletter (cir. 40,000); filled in for Director of Web Communications and Assistant Director of Publications as needed
- Managed requirements, testing and training for a custom-developed Content Management System (CMS) developed to manage the daily eNewsletter (including an approval process)
- Conducted quantitative marketing survey of readers to develop front-end requirements for the publication, used survey results to establish requirements for next iteration of eNewsletter CMS
- Developed Information Architecture and drafted content for external department website in SiteCore CMS; populated content into CMS and pages were compliant with Section 508 of the Rehabilitation Act

## **Information Security Analyst, Bristol-Myers Squibb (Princeton, N.J.)** **March-September 2007**

- Served as assistant project manager for email group policy vulnerability remediation project
- Co-drafted SOPs governing email group creation and sending privileges to mitigate identified risk
- Analyzed projects for security vulnerabilities and policy violations, drafted recommendations reports
- Performed 12 security reviews independently and directly relayed findings to project managers
- Co-developed security analysis framework for projects in design phase

## **Reporter, The Standard Speaker (Hazleton, Pa.)** **March-September 2005**

- Analyzed regional impact of No Child Left Behind Act as writer and editor of special pull-out section
- Wrote general articles about local breaking news for the daily News and Sunday Features sections

## **Support Technician, Hazleton Online (Hazleton, Pa.)** **2002-2003**

- Developed collections record retrieval process which included gathering requirements, testing the solution to ensure validity of results and drafting work instructions to train others on the process
- Served as one of three representatives offering Tier I/ II technical support for 13,000 active accounts
- Reconciled discrepancies between accounts payable and 13 service provider accounts enabling the company to renegotiated contracts that resulted in annual savings of \$115,000

## **CLIENTS**

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|-----------------------|------------------|
| - Adalor              | - Otsuka         |
| - Cephalon            | - Sanofi Aventis |
| - Forest Laboratories | - Shniogi        |

## **EDUCATION**

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- **MBA '10**, Marketing and Management Information Systems, Drexel University
- **BS '08**, Scientific and Technical Communications, Drexel University