



## Essential Strategies, Inc.

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13 Hilshire Grove Lane, Houston, Texas 77055  
(713) 464-8316  
dch@essentialstrategies.com

### DAVID C. HAY

A veteran of the information management industry since the days of punched cards, teletype machines, and punched paper tape, David C. Hay is an expert at analyzing businesses to define architectures for corporate information systems. He is an industry authority on various subjects related to information architecture and governance. He has worked with both companies and government agencies in their establishment of governance processes. He is also an authority on relational database technology and manufacturing applications. He has been an industry pioneer, writing about and practicing a wide range of system development methodologies for over thirty years.

He has authored five books on development methodologies and is a frequent speaker at numerous professional society conferences.

#### SUMMARY OF EXPERIENCE

David C. Hay has managed strategic planning and requirements analysis studies using the most advanced data and process modeling techniques and tools. He has worked in numerous industries, developing comprehensive, enterprise-wide conceptual data models, including:

- Building an enterprise model describing all aspects of many companies in different industries, including many aspects of banking, clinical research, oil production and refining, and many others. These were used for everything from revamping an entire company's data architecture, to building data warehouses, and selecting software.
- Developing a banking model for the basis of evaluating commercial data models.
- Designing and helping to implement "data warehouses" in several industries, including development of enterprise data models, strategies for loading legacy data and strategies for building data marts.
- Mr. Hay is an authority on system development methods and technology. In addition to writing books on data modeling, requirements analysis, and metadata, he has developed and conducted courses in strategic planning, requirements analysis, and CASE techniques and tools. He also contributed to the Object Management Group's forthcoming "Information Management Metamodel" (IMM).

Mr. also has ten years of experience designing and implementing planning and control systems for both process and discrete manufacturing environments. This included detailed analysis of plant processes and implementation of systems in the areas of Master Production Scheduling, Material Requirements and Capacity Planning, Inventory Control, and Product Cost Accounting.

For the past 18 years, Mr. Hay has managed Essential Strategies, Inc. a consulting practice serving a wide range of clients in these areas. The practice has addressed strategic planning, requirements analysis, data architecture, data modeling, process modeling, course development, and training.

His educational background in Philosophy also speeded his adoption of technologies for semantics and ontologies.

## PROFESSIONAL EXPERIENCE

### ***Metadata Standards***

Mr. Hay has participated in the Object Management Group's (OMG) development of an Information Management Metamodel standard. Based on his book, *Data Model Patterns: A Metadata Map*, his sections in the final submission include platform independent metamodels for conceptual entity/relationship modeling and relational database design, as well as essays linking the pieces together.

### ***Intelligence Community***

Mr. Hay spearheaded the development of a comprehensive enterprise conceptual data model as part of an effort to improve data management practices in an organization concerned with national intelligence. Along with this he participated in the development of a comprehensive data governance effort.

### ***Communications***

He developed a data model for a major national telecommunications company, with particular attention paid to how to define consistently its wide range of communications products and services. He has also designed applications in marketing and geographical information.

### ***News Agency***

Hay conducted a strategic study for a world-wide news organization, bringing together the common elements for the full range of its products and services, including news services to both broadcasting and newspapers, equipment sales and rental, sales of photographs, and rental of satellite space.

### ***Education and Training***

Mr. Hay has developed and taught courses in requirements analysis, materials planning techniques, strategic planning, relational systems design, CASE techniques, and CASE tool usage.

## EDUCATION

MBA, Quantitative Analysis, New York University.  
BA Philosophy, Claremont McKenna College.

## CORPORATE AFFILIATIONS

President, Essential Strategies, Inc., Houston, Texas, 1993 - present.

(Affiliated with Group R, Inc., 1995-96)

(Manager, Information Strategy and Architecture, Capgemini Financial Services USA, Inc., 2009 – 2010.).

Director, Relational Concepts International, Houston, TX, 1990-1993.

Principal Consultant, Oracle Corporation, Iselin, NJ, 1986-1990.

Manager, Manufacturing Systems, J.M. Huber Corporation, Edison, NJ, 1981-1986.

Manager, Systems Development, Pfizer Inc., New York, NY, 1975-1981.

## OTHER ACTIVITIES

Mr. Hay was a member of the Business Rules Group, publisher of the definitive definition of business rules, "Business Rules—What Are They Really?" and "Organizing Business Plans: The Standard Model for

Business Rule Motivation”. He is an active participant in the Data Administration Management Association, as well as various Oracle user groups. He is DAMA International’s representative on the Object Management Group (OMG) team developing the *Information Management Metamodel* (IMM) standard. He is a participant in the Data Architecture Sub-committee, a part of the Office of Management and Budget that is concerned with developing federal data management standards.

## **PUBLICATIONS**

### **Books**

*Data Model Patterns: Conventions of Thought*. 1996. (New York: Dorset House).

*Requirements Analysis: From Business Views to Architecture*. 2003 (Upper Saddle River, NJ: Prentice Hall PTR).

*Data Model Patterns: A Metadata Map*. 2006 (Boston: Morgan Kaufmann).

*Enterprise Model Patterns: Describing the World*. 2011. (Westfield, NJ: Technics Publications).

*UML and Data Modeling: A Reconciliation*, 2011 (Westfield, NJ: Technics Publications).

*Achieving Buzzword Compliance: Data Architecture Language and Vocabulary*. 2019 (Westfield, NJ: Technics Publications).

### **Articles**

Mr. Hay has written many articles over the past 30 years on subjects related to manufacturing systems, methodology and modeling, and data management. (<https://tdan.com/?s=David+c.+hay>)