

Curriculum Vitae

Debra J.D. Martinez
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Florida Department of Agriculture & Consumer Services
Division of Plant Industry
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EDUCATION

- B.A., Florida International University, Management Information Systems, 1987
- A.A. Graduate in Business - MIS at Miami-Dade Community College, 1980
- DP Programming Certificate at Miami-Dade Community College
- Certified Public Manager – Florida State University, 2006

PROFESSIONAL EXPERIENCE

- **07/99 – present**
Data Processing Manager/Division Information Officer (DIO), FDACS, Florida Department of Agriculture & Consumer Services/Plant Industry Division, Data Processing section

Job Function: Establish/manage the IT functions for the Plant Industry Division within the State of Florida. Oversee over 85 offices, 800 computers and 900 users for data management applications used to conduct plant, apiary and pest disease activities within FL. Coordinate IT activities with Tallahassee agency, liaison with USDA and other outside agencies. Coordinate GIS (geographical information systems), PDA (personal digital appliance), complex databases, imaging technologies and other technologies required to carry out field observations.

Major Accomplishments: Create the IT section within the division, implement Intranet web technologies for communicating with field staff, implement PDA's for field inspection work (first in agency) and manage a Pest Incident Control System database with over 30 million records, 20 million CankerView imaged documents and support 450 multi-agency users with a staff of 9 members.

- **10/93 – 06-99**
Project Manager, Integrated Document Management (IDM), Florida Power & Light (FPL) Information Management

Job Function: Acquire/implement/expand an enterprise wide imaging solution that manages over 2.3 million documents. Initial implementation in Human Resources (HR) statewide; then replicated this technology company-wide in Procurement, Law, Risk Management, Land Management and Customer Services. Networked COM, bit map images, ASCII and window based applications. Managed networked CD-ROM authoring and distributed scanning services for FPL, budgeting, business planning, supervised 16 FPL professional, clerical/technical and 1 temporary staff. Piloted imaging technologies in Nuclear, Energy & Marketing, ESI. Coordinated interfaces with Lotus Notes, Web, OCR/full text and Workflow technologies.

Major Accomplishments: Implemented imaging network and converted over 500,000 documents within the first 4 months for HR and over 750,000 documents by year end. Expanded initial system from 1 department, to 5 User Departments, to enterprise wide throughout our worldwide installations. Added 3 new job duties: Lotus Notes/Web Development Project Lead, Work Management Project Mgr and Supervisor of the enterprise IS Project Facilitation group.

- **07/91 - 10/93**
Supervisor, Micrographic Services (MSD), Florida Power & Light (FPL), Admin. Services/Corporate Services

Job Function: Manage the line operations of a complete in-house Micrographic Service bureau. Supervisor Team member, budgeting, business planning, supervised 14 direct reports: FPL/Contract professional and clerical staff. Responsible for physical plant operations of document conversion operations. Provide services to the entire company, which are more cost effective than outside service bureaus (benchmarking).

Major Accomplishments: Streamlined operations as we continued to downsize staff and resources. Increased the quality, satisfaction level and acceptance of MSD handling/converting User Department records.

▪ **10/90 - 07/91**

Supervisor, System Support, Florida Power & Light (FPL), Corporate Record Services/Corporate Secretary

Job Function: Design/implement systems utilized by the company on micro, mini, mainframe platforms related to records/information management. Manage Nuclear Records Management System, Information Management Control System, Corporate Library Image Network, Central Files, Imaging Systems, Electronic Data Transfer Projects and Micrographic Services Department. Lead Team member, budgeting, business planning, supervise 4 directly/20 indirectly, FPL/Contract professional and clerical staff.

Major Accomplishments: Implement Imaging System within Corporate Library to network library services. Member of Imaging Task Team to develop a policy/implement imaging within company.

▪ **1/87 - 10/90**

Supervisor, Micrographic Services, FPL, Corporate Record Services/Corporate Secretary

Job Function: Manage the line operations of a complete in-house Micrographic Service department. Mgmt. Team member, budgeting, business planning, supervise 24 directly, FPL/Contract prof. and clerical staff. Provide in house services to the entire Company, which were more cost effective.

Major Accomplishments: Implement streamlined operations and obtain 200% increase in output for 3 consecutive years with same equipment and slight reduction in staff levels. Began improvements in the quality, satisfaction level and acceptance of MSD handling /converting User Department records.

▪ **3/86 - 1/87**

Senior Record Systems Analyst, FPL, Corporate Records (CRD)/Corporate Secretary

Job Function: Team member on department 5 Year Plan, budgeting and planning, supervise FPL/Contract personnel. Systems Mgr. for CRD maintained Record Management Systems (micro, mini, mainframe). Served as instructor of business software including word processing, spreadsheets, databases, presentation packages, and more.

Major Accomplishments: Project Team Leader of a turn-key installation of the Nuclear Records Management System (NRMS) upgrade and integral part of the 5-Year Plan Team.

▪ **08/73-03/86**

Various jobs, Florida Power & Light (from clerical to supervision)

PROFESSIONAL AFFILIATIONS

- ESRI/GIS Association Membership, 2003
- Instructor at University of Miami - Technology Certification Program, 1997
- Master of Information Technology Certification (MIT) – AIIM, 1997
- Association for Information & Image Management (AIIM)-national & local chapters, 1987 – present
- Nuclear Information & Records Management Association (NIRMA), 1985 -1999

OTHER ACTIVITIES

- Conduct workshops and publish articles on document management, imaging, COM, records/information management, micrographic, conversion processes and office automation systems.
- Feature articles in Computer World (8/4/98), Micrographic Newsletter & Hybrid Systems (7/98), and KM World (8/98).
- Information Systems and Technology Professional Certificate Program at University of Miami - Imaging/Document Management, Benefit Cost Analysis/Integration issues and steps. Case Study @ Florida Power & Light.
- AIIM - Document Management: What is it & Where do you start? This covers process steps and case study at Florida Power & Light (this session was audio taped - attendees about 120 individuals).
- NIRMA - Imaging Technology - What is it & Where do you start? Building the foundation of defining, acquiring and implementing a document management system, and Florida Power & Light's Project Lifecycle from '93 to '97.
- Florida Government Conference – GIS & Citrus Canker Eradication Program. Use of GIS and PDA's for field inspector reporting.