ALANA GUINEY

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ARG Consulting, LLC

PHILOSOPHY

Business Solutions Consultant | Salesforce Expert | Data Visualization | Process Improvement

Specializing in the design and implementation of customized business solutions that integrate seamlessly with existing workflows. Experienced in Salesforce customization, Excel-based tools, and data-driven process optimization across industries like healthcare, finance, retail, and construction. Focused on stakeholder engagement, user adoption, and delivering actionable insights through data visualization, ensuring systems are not only efficient but also user-friendly and scalable. Previous projects include:

- Salesforce Lightning app from the ground up incorporating focus group feedback and eliminating paper throughout the office and decreasing turn time by days
- Custom Excel spreadsheets for government funding in child care facility incorporating budgeting and documentation of expenses in easy to understand questions for non-accounting users
- Modeling What If scenarios for real estate investment including a punch list for contractors and costing breakouts
- Form design focused on readability and ease of completion with visual cues and formula help
- Docusign, Conga Composer, and Salesforce Flows solution for fully integrated data entry

EDUCATION

University of Michigan, Ann Arbor

Ph.D. in Health Services Organization and Policy, Operations Research	2019

Certificate of Complex Systems

Dissertation: Applications of Operations Research and Decision Sciences Techniques on Policies and Issues Related to Total Knee Arthroplasty

Master of Health Services Administration	2010
Bachelor of Arts, History and Political Science	2004

LANGUAGES AND SOFTWARE

AnyLogic	Adobe Photoshop	C++
Compartmental Modeling	AutoMod	Lucid Chart
DocuSign	Conga Composer	Matlab
Java	Microsoft Publisher	Netlogo
Microsoft Access	Pandas	ProModel
Microsoft Excel	Python	SAS
Salesforce	Simul8	Simio
SQL	SQL Server	Stata
Visual Basic for Applications (VBA)	Pivot Tables	Tableau