

Jeff Cerasuolo, Data Architect

SUMMARY: 20+ year experience in all-things data, programme and transformation delivery. Sleeves-rolled-up data leader, business and IT.

COMMERCIAL: Business outcome and results focused. Worked across: Software, Energy, Telecoms, Insurance, Banking, Manufacturing, Engineering, Healthcare, Utilities.

STRATEGY: Delivered real-world data strategies to make data and digital transformation happen.

TEAM: Comfortable at all levels of engagement. Comfortable with deep-end development.

INTERNATIONAL: UK, Europe, US, China, Japan.

TECHNICAL: Information Governance, Data Mesh, Modeller: Object, Conceptual, Logical, Physical, Data Vault, Graph. Big Data since 2011, ML since 2005. Data Services, SOA Integration.

Frameworks: Rozanski-Woods, TOGAF, Zachman.

More information here: www.avanz.io



JAN 2024-PRESENT: UK/IRELAND ENTERPRISE/DATA ARCHITECT/ENGINEER – CONTRACT

Commercial, domestic waste management, processing and recycling. Utilities. (McQuarie Group)

PE-backed £1bn waste & recycling group, 3,500 FTE. Architect & deliver multi-year data transformation

- Transformation: lead consultant. Business change, data culture and governance (DAMA-DMBOK).
- Head of data: data strategy and transformation (merger, 64 legal entities).
- Azure Data platform architecture, consolidation of legacy data warehouses (Cognos, PowerBI, Diver).
- Freshworks: migrate Sage CRM, integration architecture (REST, JSON, Java, Spring, Vaadin).
- Workday: migrate Sage ERP. Enterprise data model. Integration Architect. Master Data Management.
- Recovered failing transformation and restored enterprise data confidence.



MAR 2022–OCT 2023: UK, PRINCIPAL DATA ARCHITECT - CONTRACT

World leader in Business software

- Lead for Data Strategy, cultural change, Master Data Management, meta-data, data engineering, BI.
- Responsible for entire Enterprise Data Architecture. Design, build of Data Mesh (Data as a Product).
- Designed Enterprise Data Model, Conceptual, Logical, Physical. Real-time data services: Service Fabric.
- Analytical data end to end (Salesforce, AWS, Snowflake, dbt, Data Vault, Dimensional Models, PowerBI).
- Evangelising value, importance of information management and data collection to executives and staff.
- Lead, manage, and hands-on with large technical teams.



JUL 2019-JAN 2022, UK: CHIEF DATA OFFICER, HEAD OF DATA ARCHITECTURE – CONTRACT

Utilities, Telecoms: Data Transformation (carve-out, JV, Transformation, Separation)

- Definition and delivery of the business Target Operating Model and data strategy.
- Compliance with IFRS15 and IFRS16, GDPR. Data for Margin-360.
- CRM Migration to Cerillion, ERP Workday, Ops Service Now, GE Small World with Talend.
- Responsible for Data Strategy, Enterprise Data Architecture, Data Governance.
- Information as a Service for Enterprise BI, Data as a Service via Data Hub, Data Vault and Data Lake.
- Lead: Canonical data model design and hands on build for Conceptual, Logical, Physical and Data Vault.
- Integration and Data Sharing Strategy: Governance with Data Services for enterprise-wide data access.



SEP 2017-MAY 2019, UK: DATA ARCHITECT – CONTRACT

- Data Governance with Data Services for enterprise data access, stakeholder management.
- Definition of the Multiple *Trusted* Customer Views over Single Customer View.
- Cloud: Azure (SQL Azure, Data Factory, Data Bricks, Azure Data Warehouse, PowerBI).
- Data Modeller: Canonical data model design, build for Conceptual, Logical, Physical and Data Vault
- Development, coaching of Data Science team. GDPR. Digital platform.



MAY 2017-SEP 2017, UK: IBM POWER ARCHITECTURE HADOOP CLUSTER - CONTRACT

- Design, build of a low-cost Analytics Cluster using Hadoop and Map-Reduce on IBM PowerPC.
- Hadoop install, configuration and administration. Pentaho, Map-Reduce Java design.



MAR 2016 – APR 2017, UK: LEAD DATA ARCHITECT (FINANCIAL SERVICES) - CONTRACT

- Data Architect, hands-on engineer IFRS9: Conceptual/Logical/Physical Models, predictive.
- Delivered Canonical Data Model for data services : Conceptual, Logical, Physical, Data Vault, Graph.
- Data Services: Declarative data services portfolio for Cross-sale and Up-sale for large customer base.
- Data Virtualisation (Denodo), Enterprise Service Bus (Tibco) for Canonical Data Model.
- Architecture, Design and Build of Data Lake for Tesco PLC / Club-card and Bank Insurance data.
- Data Governance: Designing, developing, evangelising. MDM and Data Governance.
- Banking and Insurance: Mapping banking and insurance operations to new enterprise data model.



NOV 2015 – FEB 2016, UK: DATA ARCHITECT - CONTRACT

- Data as a Service: Data Services taxonomy KYC Bank of England regulation. Lead data modeller.
- Business Modelling Architect: for Analytics based on Hadoop Data Lake and relational.
- Agile lead, coached development team on Hadoop and Java-based Map-Reduce for analytics.
- Delivered governance guidelines and data dictionary, data lineage catalogue and master data principles.
- Prototyping: Cloudera VM (Hadoop), Apache Hive, Pig, Tableau/Qlik, Denodo. Setting up.



NOV 2013-AUG 2015, UK: ENTERPRISE DATA ARCHITECT - PERM

- Financial Services: Canonical Data Model, Operational Data Store and Dependent Data Marts.
- Delivered data migration, integration re-engineering operational systems and warehouse.
- Application Integration: Informatica, SAP, Red Hat Fuse, CHP Alfa, MS SQL Server.
- Engineering of Business Objects, MS SQL, SSIS to Oracle platform
- Design of the resilience infrastructure (redundancy, failover, clustering, core data).
- Architectural framework: Deloitte 7-Pillar, Agile (Scrum) method.
- Successful stakeholder management (Director level) for requirements and change management



MAR 2012-NOV 2013, UK: DATA AND INTEGRATION ARCHITECT - PERM

- Process Automation design. Enterprise data modelling. Enterprise Service Bus (OSB, XML, UML)
- Architecture framework: Kruchten 4 +1 and Rozanski-Woods for software architecture.
- Engineering lead, development, BPEL and DB adapters over SOA for cloud CRM (Salesforce.com).
- Engineering of messaging, web services, Oracle SOA / Service Bus, SOAP, REST.
- Architecture, Design of Data Warehouse and reporting from IBM BI to Oracle BI and TM1 to Essbase.



2011 – 2012, UK: SENIOR DATA CONSULTANT - CONTRACT

- Data Model, Cognos migration, Architecture, design, of finance data. End clients: NHS, Samworths.
- SQL Server 2012 / Oracle for data warehouse modelling; SSIS ETL. SQL, MDX reporting.
- Meta-data model design, MDM, and Data Governance. Design of TM1 cubes for financial analytics.



2010 – 2011, USA: SENIOR BI ARCHITECT - CONTRACT

- BI: Designed, developed, and delivered US data platform for analytics and reporting.
- Infrastructure (full stack), Architecture, Security design, development lead of IBM Cognos 8.
- Design, Lead, Development Product Configurator (Java NoSQL) for quote, sales, and financial analysis.



2008-2010, UK/US/ASIA: STRATEGIC DATA DIRECTOR (ENERGY MARKETS) - PERM

- Promoted to director in 2009. Revenue and Unit Sales Forecasting. Market modelling.
- Architect secure, scalable Analytical Data Platform, Integration, BI and planning for large datasets.
- Lead: market data analytics: quantitative algorithmic Next Best Action. Market modelling.



2004-2008, UK/GERMANY/ITALY: MARKET INTELLIGENCE MANAGER/BI ARCHITECT - PERM

- Designed, built BI platform. Cognos 7, 8 BI platform. Designer, lead for SQL Server Data Warehouse.
- Market analytics and models using Cognos Planning: Analyst and Contributor, planning, forecasting.



2003-2004, UK: SENIOR DATA ANALYST - CONTRACT

- Data Modeller, Analyst; Marketing forecasting, planning models, for Xbox, Sony, Nintendo. Analytics.



2002-2003, UK: ANALYST - PERM

- Reporting and analytics. CRM data platform (SQL, Java). Siemens project for jBase: UK.



2001, UK: DATA ANALYST - CONTRACT

- Data Analyst; Performance analysis dashboards. VBA for Excel. Data Quality. UNIX Data Admin.

Academic

- 2008: Open University, UK: Computing (Distinction): Data Architecture, Relational, Object-orientation.
- 2000: University of South Wales, UK: Business Studies (2:1): Corporate Strategy, Logistics, Marketing.
- 1999: Erasmus EU Scholarship.
- 1998: University of Malaga, Spain: Business: Accounting, Mathematics, Economics, Statistics, Modelling.
- English: fluent; Spanish: advanced.

Training and Technology

2024: Freshworks	2017: TDWI Big Data	2013: Salesforce.com API
2023: Dimensional Insights Diver	2016: Alation Catalogue	2013: Talend
2022: Collibra	2016: Java	2013: Oracle SOA Suite
2022: Data Mesh	2016: WhereScape 3D	2013: Java
2021: Workday	2016: Data Vault	2013: ODI 11g
2020: AWS	2016: AWS	2012: OBIEE, Essbase
2020: JetBrains Android Studio	2016: Tibco Service Bus	2010: IBM Data Manager
2019: Talend	2016: Data Vault 1.x	2007: Microsoft SQL Server
2019: Data Vault 2.x	2015: OBIEE, ODI 12c	2006: Cognos 7 BI, Planning
2019: Workday	2015: Sparx EA, UML, ERD	2006: Machine Learning WEKA
2019: Oracle Cloud	2015: Pentaho suite	2004: Cognos 7 Power Play
2018: FIDO Blockchain AIM	2014: Agile (Scrum Master)	2003: Business Objects
2018: Data Vault 2.0	2014: Mongo DB, JSON, Java	2001: Advanced VBA
2018: Idera ER/Studio	2014: Map-Reduce, Hive, Java	2000: Java, XML
2018: Denodo, Java	2014: Spark	1999: Linux
2018: Azure Cloud	2014: Tableau, Qlik, PowerBI	1998: HTML and JavaScript
		1996: VBA Excel