

# Ali Baig

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Tech Leadership, Analytics & AI, Data Strategy, Solution Architecture, Project Delivery

Experienced data leader with 15+ years driving end-to-end delivery of modern data platforms. Proven track record of leading high-performing, cross-region teams through complex transformations—migrating from legacy systems to scalable, cloud-based architectures. Hands-on and strategic, I've built and scaled onshore/offshore teams, guided technical direction, and partnered closely with business, product, and analytics leaders. Known as the go-to person for technical strategy, team growth, and delivering effective data solutions.

## Professional Summary

Application Engineering Lead | Equifax Australia May 2020 - Present

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Senior Data Analyst | NSW Government Australia Jun 2017 - Dec 2019

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Data Warehouse Consultant | Teradata Australia, Pakistan, Indonesia Jan 2010- Feb 2012 & Oct 2013 - Mar 2017

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Senior Software Engineer | eMumba, Pakistan Feb 2012 - Sep 2013

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Software Engineer | Digital Processing Systems, Pakistan Jun 2007 - Dec 2009

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## Skills

**Leadership & Team Management:** Hiring, mentoring and upskilling engineers, supporting career growth, agile delivery.

**Strategy & Stakeholder Management:** Roadmapping & vision, stakeholder engagement, project management, cross-functional collaboration.

**Data Platforms and Warehousing:** GCP, AWS, Hadoop, BigQuery, Teradata, Databricks.

**Risk Management, Security & IT Service Management:** ServiceNow, Threat and Vulnerability Management, Security Compliance Management, Change Management, Incident Management, Access Control & Identity Management, Governance, Disaster Recovery & Business Continuity Planning.

**Analytics & Engineering:** Data modelling, data pipeline design, ETL/ELT processes, Datalake, Data

warehousing, data wrangling, exploratory data analysis, Python, R, Java, SQL, Linux scripting, Spark/PySpark, Airflow, Jupyter, Jenkins, Ansible, Terraform, Git, Tableau, Looker.

**AI:** GCP Vertex AI, CrewAI, Agentic AI

## Certifications

- AWS Certified Solution Architect
- Google Certified Cloud Engineer
- Teradata Certified Professional & Teradata Factory
- Hortonworks Certified Hadoop Developer (Big Data)
- Hortonworks Certified Hadoop Developer – Java (Big Data)

## Work Experience

**Application Engineering Lead** | May 2022 – Present | Equifax Australia

- Assemble, lead and mentor cross-functional, multi-region teams composed of data engineers, software engineers, SREs, Tableau and Hadoop admins, SQL and ETL developers, QEs and Scrum Masters to develop secure and scalable data solutions.
- Collaborate with business, product, analytics, and senior leadership to define priorities and technical strategy, develop business cases, and drive annual and quarterly planning, budgeting, and resource allocation.
- Own end-to-end responsibility for multiple data platforms, including Level 1 support.
- Drive innovation in analytics and BI by establishing a new BI development and support function, launching a robust data visualisation platform now used by several hundred users and commercial entities for strategic reporting and insights, enhancing data-driven decision-making.
- Lead the development of a best-in-class analytics platform on GCP as part of Equifax's largest transformation program, leveraging Vertex AI, BigQuery, Kuberneetes, Dataflow, Composer and Pub/Sub to empower analytics and BI teams with advanced solution capabilities.
- Optimize cost and enhance efficiency by decommissioning two on-premises and one AWS-based legacy data platform, achieving approximately \$3 million in annual savings in licensing, development, and support costs.
- Effective and frequent collaboration with upstream and downstream teams for information gathering, negotiating solutions, presenting and getting solutions approved in architecture and security forums.
- Set and manage annual goals for my team, measuring performance and professional growth.
- Lead security and compliance efforts, ensuring over 96% security compliance across all managed solutions by proactively addressing threats and vulnerabilities.

- Implemented and adhered to industry-standard change management processes for deploying production changes.

**Senior Data Analyst** | Jun 2017 - Dec 2019 | NSW Government, Sydney

- Led and mentored a team of data analysts, guiding them in predictive modelling, ETL, DWH and data governance to address strategic, high-impact projects.
- Conducted in-depth analyses of complex and strategic projects that needed a higher level of experience and insight by leveraging advanced statistical methods, predictive modelling, and exploratory data analysis.
- Served as the primary liaison between the analytics team and other departments.
- Presents insights and recommendations to leadership and other teams.
- Developed and managed data pipelines for complex public sector datasets, implementing ETL processes with Spark and using cloud storage solutions (HDFS, Azure Data Lake) to support data readiness for analytical work.
- Partnering with government agencies to translate business needs into actionable data insights, leveraging data visualisation tools (Tableau & Power BI) for effective communication.

**Data Warehouse Consultant** | Jan 2010 – Jan 2012 and Oct 2013 – Mar 2017 | Teradata Global Delivery Centre, Islamabad – Pakistan

**Clients:** Commonwealth Bank, Optus Telecom, ANZ Bank, Telkomsel Telecom Jakarta

- Led the design and implementation of data warehouse architectures for diverse clients, encompassing data analysis, data modelling, ETL development and integration with BI and data visualisation tools.
- Developed a comprehensive ETL framework for process standardisation, established a de facto standard for Teradata ETL solutions across the company.
- Managed the complete data lifecycle, from data extraction and transformation to loading from various sources into Teradata data warehouses.
- Partnered with business stakeholders to understand their data needs and delivered tailored ETL solutions to meet their specific requirements.
- Demonstrated expertise in on-premises and cloud-based data warehousing solutions, ensuring data is accessible and supports data-driven decision making.

**Senior Software Engineer** | Feb 2012 – Sep 2013 | eMumba, Pakistan

- Led the technical development of a web application (PatientsWithPower) designed to empower early-stage breast cancer patients.
- Demonstrated expertise in full-stack development, building a user-friendly frontend (JavaScript frameworks) and a robust backend (Enterprise Java) for the application.
- Collaborated effectively with team members, contributing to design and architecture decisions.
- Worked collaboratively to deploy the application on AWS cloud, ensuring high availability, quick experimentation, and low cost.

**Software Engineer** | Jun 2007 – Dec 2009 | Digital Processing Systems INC, Pakistan

- Contributed to the development of a web-based process management system (Helpdesk) for multiple offshore clients, collaborating effectively with on-shore and off-shore stakeholders to ensure project success.
- Utilised full-stack development skills, leveraging Java web technologies (JSP, Servlets) and a relational database (Oracle) to build the system's backend and frontend.

## Education

Bachelor in IT (2001 - 2006)

National University of Sciences & Technology, Pakistan