

# CB Your Performance Review

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## Self-Assessment

Signed

### Reviewee

CB Christoph Brücke-Wendorff (You)

Comments before signing

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## Reviewer Assessment

Signed

### Main Reviewer

MG Manojkumar Gupta

Comments before signing

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COMPLETED

## Achievements (WHAT)

To evaluate the WHAT, refer to the [General Career Step Framework](#)

[<https://docs.google.com/spreadsheets/d/1tTd9udeBffByRbLw7dHba-NgidcQ4bW7-CaQHAeviQo/edit#gid=692959226>] and the [Tech Career Frameworks](#)

[<https://sites.google.com/hellofresh.com/people-team-portal/home/employee-journey/foodie-dialogue/frameworks?authuser=0>]

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### Achievements (WHAT)

Thinking back on the last year, what are the achievements you are most proud of?

*Aim for 3-5 bullet points*

- Stabilising Lyre DE and DS infrastructure so that all experiments and full roll-outs run smoothly without much manual intervention
- One of the first things I observed was a cyclic dependency between our data pipelines and Smart Solutions (Platter) data pipelines
  - I communicated the problem
  - Identified different approaches with their respective pros and cons
  - Which ultimately lead to Platter and Lyre pipeline being de-coupled
- Improving Lyre-ETL and related infrastructure

### Achievements (WHAT)

Thinking back on the last year, what are the achievements Christoph should be most proud of? What was the impact of these achievements for the team / department / company?

*Aim for 3-5 bullet points*

1. Streamlining data engineering work, incorporating best practices for scalable solutions such as removing Cyclic dependency and Stabilising ETLs
2. Onboarded senior member to the team along with delivering Lyre and Harp projects
3. He was instrumental in leading DE-related work for the Lyre and Harp project.

- To be more robust
- Notify when occasional failures occur
- Troubleshooting and fixing issues
- Actively participating in the design and the realisation of the Harp project
  - Help understanding the recipe lifecycle (recipe/menu planning, menu activation, etc.)
  - Analysing data source for HF US and HF Global
  - Developing data pipelines to create usable data assets for our squad
- Designing a Data Engineering roadmap for our squad
  - Identifying technical dept (inflexible solutions, legacy data sources)
  - Proposing new tools and approaches
    - Making our data pipelines more maintainable, scalable, testable and flexible
    - Helping delivering value faster

### **Achievements (WHAT)**

What would you have liked to achieve, but weren't able to? What prevented you from achieving it?

*Aim for 3 bullet points*

- Improving on technical dept
  - adding more data quality checks
  - switching to more modern, flexible and more maintainable tools
- Initially as the only Data Engineer and now being one of two in the whole Food Alliance it takes more time to align with the bigger HelloFresh architecture and Data Strategy
- Producing food related data assets for a broad audience

### **Achievements (WHAT)**

What would you have liked to see more / less of from Christoph ?

*Aim for 3 bullet points*

1. He should continue working on tech debt, coming up with best practices, and advocating for incorporating them into the project.
2. He should focus on interacting with other stakeholders and collaborate to solve data problems, share his observations, and provide his guidance wherever needed.
3. He should have more demos to bring awareness to data engineering work done in our squad.

- As a DE in the Food Alliance I have a good understanding about the menu planning process
- At the moment I need to focus on delivering solutions for our squad and towards our OKRs
- In the future I like to be part of creating such assets

## Strengths and Areas for Development (HOW)

To evaluate the HOW, refer to the [HelloFresh Competency Framework](#)

[<https://docs.google.com/spreadsheets/d/1XN6VHFZXv422a0oCI9Hd78ILJHxMOFKgayQRVyY8xwk/edit#gid=651202944>]

### Strengths (HOW)

What strengths help you do your job effectively?  
What should you double down on?

*Aim for 3 bullet points*

- Technical expertise
  - I've worked in many different projects, industries and environments in past giving me a very good understanding of different technologies used throughout the industry
- Thinking long term
  - being in small team it's vital for us to create simple solution that don't need much intervention
- Learning & Development
  - In the past year I participated in AWS trainings, GitHub Copilot test, Data Vault training beta test
  - I participated and presented at the VLDB 2023

### Strengths (HOW)

What strengths help Christoph do their job effectively? What should they double down on?

*Aim for 3 bullet points*

### Business Impact

Christoph has significantly contributed to major team initiatives, including the decoupling of the Lyre pipeline from Platter, data preparation for Lyre and Platter, and the successful support of live Lyre experiments and rollouts. His leadership as the sole Data Engineer for Food Science showcases a high level of responsibility and impact on critical projects.

### Effective Communication and Collaboration

Christoph excels as a solution-oriented team member, actively contributing his expertise to collaborative efforts. His communication skills are highly regarded, with a focus on clear and logical presentations tailored to the audience. He fosters

- In general I would love to continue improve my technical skills and be aware of industry trends

### **Strengths (HOW)**

What skills do you have that you believe can be leveraged better?

*Aim for 3 bullet points*

- In the past I've worked among other things in implementing Machine Learning solutions that gave me a good background in Machine Learning Engineering, in the future I'd like to use that skill more

### **Areas for Development (HOW)**

Considering your challenges in the last 12 months, what 2-3 competencies will you focus on next year for your development?

*Aim for 3 bullet points*

- Staying focussed
  - Since I'm interested in many different topics I was part of many different initiatives
- Delivering faster

a supportive work environment, actively supports team members, and consistently delivers high-quality work with a data-driven approach.

### **Strong Technical Leadership and Problem-Solving**

Christoph demonstrates strong technical skills, taking the lead in data engineering projects and proactively addressing technical debt and maintenance. His ability to troubleshoot complex data issues, onboard new team members, and propose innovative solutions reflects his technical proficiency and commitment to the team's long-term goals.

### **Areas for Development (HOW)**

What should Christoph focus on in the next year for their development?

*Aim for 3 bullet points*

### **Forward-Looking Feedback for Christoph's Ongoing Development**

#### **Strategic Vision and Technology Adoption**

Encourage Christoph to sustain his forward-thinking approach by continuing to explore and adopt tools within the Data platform and MLOps

- By driving the centralisation of our ETL's my goal is to be faster in delivering data pipelines
- Incorporating agile data modelling techniques (Data Vault v2) to incrementally deliver data assets and reduce planning overhead upfront
- Be more transparent and better connected
  - more clearly communicating my work to a wider audience (other squads, tribe, alliance, chapter)

**Optional:** Did you engage in any extracurricular activities in the past 12 months? (e.g. ERGs, Onboarding Buddy program, Mentoring, team internal learning sessions or other)

- I am the onboarding buddy for Manju
- I participated and presented my work (from previous engagements) at VLDB 2023 in Vancouver, BC
- I presented in squad knowledge learning sessions

capability. Emphasize the importance of staying abreast of technological advancements to enhance the team's efficiency and effectiveness.

### **Initiative and Scalable Solutions**

Encourage Christoph to take the lead in proposing and implementing grassroots initiatives that create scalable solutions. This will ensure the team is well-prepared for future projects and can operate efficiently.

### **Knowledge Sharing and Collaboration**

Advocate for Christoph's increased involvement in conducting demos to raise awareness about Data Engineering work across alliances. By leveraging his expertise beyond the personalization team, he can contribute significantly to a broader understanding of DE activities and foster collaboration across teams.

## **FOODIE Process Feedback**

The following questions are for your feedback on the Self-Assessment Process. Your input is greatly appreciated so we can continue to improve.

Did you find the Self-Assessment questions helpful when reflecting on your work over the past year?

✓ **Yes**

No

Were the company feedback days helpful in allocating time to complete your review?

✓ **Yes**

No

Was the 360 Feedback you received helpful while completing your Self Assessment?

✓ **Yes**

No

I haven't received all requested feedbacks yet.