**James Norris** – Edge Case Solutions

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**Profile**

An experienced Cloud Solution Architect, with very strong technical background and hands-on approach. Passionate about finding ways that we can, instead of reasons that we can’t.

**Career Highlights**

* Lead the first team to store PII data into the public cloud for Lloyds Banking Group
* Lead the first team to deploy an enterprise-scale production CRM application to public cloud for PaddyPowerBetfair
* Lead the data integration between Betfair and PaddyPower to deliver Day 1 reporting
* Managed the Data Integration ETL Team within Centrica with over 4000 mission critical jobs running 24/7/365

**Employment History**

**Lead Solution Architect – Lloyds Banking Group:** Mar 2017 – May 2018

Lead Architect on Machine Learning Environment project to deliver a cloud-native platform for managing the lifecycle of Data Science projects, aligned to the Digital Machine Intelligence function. This was delivered using SCRUM agile methodology.

* High-Level and Low-Level design of all software components
* Azure infrastructure design (Virtual Networks, NSG, VM, Storage, Resource Groups, SQL Data Warehouse, Active Directory, Cognitive Services, Splunk)
* Implementation of Azure infrastructure for Dev, Test and Production environment
* Implementation Dev Ops CI/CD pipeline for application code (Jenkins and GitHub)
* Presented the project at all major governance steering committees within the bank to gain sign-off
* Full Data Security design to ensure PII data secured during transport and rest, using data encryption, segregation of roles, minimum storage durations
* Developed a full suite of controls to satisfy LBG Risk & Compliance that all business and regulatory risks were mitigated
* Evangelized cloud technologies within the bank to increase confidence in cloud and drive adoption
* Worked across the Enterprise Architecture function to help ensure that the cloud agenda was aligned and understood throughout the organization
* Interviewing and recruitment of technical delivery team members

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| **Key Achievements:** | This project was the first within an extremely risk-averse and cloud sceptical organization to place highly sensitive PII customer data in an approved secure cloud storage environment for machine processing (converting speech to text using Azure Media Services for sentiment analysis), which was the first major milestone in the bank’s journey towards the cloud. This required multiple stages of control review and ultimate sign-off from the board. |

**Independent Cloud Consultant - Utility Warehouse:** Jan 2017 – Mar 2017

Fixed 7-week contract to provide expertise to help migrate a legacy BI system to an AWS Redshift platform, including:

* Design of core data model and bulk load process (Talend)
* Upskilling the existing team on AWS best practice (Security, Redshift, IAM)

**Cloud Consultant – IMS Healthcare/Slalom:** October 2016 – Dec 2016

Embedded within the inhouse technical team to provide hands-on design, development and upskilling on a POC project to migrate a locally hosted 40Tb SQL database to AWS hosted hardware, involving:

* Design and implementation of full, secure VPC environment
* Deployment of mutable EC2 infrastructure using Terraform
* Load and performance testing of the cloud environment

**Solution Architect – PaddyPowerBetfair:** November 2014 – April 2016 (contract)

Architect within the Enterprise Data Services function, reporting to the Head of Data Architecture. Key responsibilities:

* Solution architecture for large and small projects in big data and traditional analytics
* Technical consultancy on industry best practice and optimal use of technology
* Delivery oversight to ensure Scrum teams were working effectively
* Data modelling of new and changed products
* Architectural strategy and direction, including technology POCs.
* Technical Lead on large transformation projects
* Working with Product Owners to ensure the technology roadmap supports the product roadmap

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| **Key Achievements:** | **Adobe Campaign Marketing System (Technical Lead/Solution Architect)**  Lead the delivery of a £5 million+ implementation of Adobe Campaign to replace a legacy system. The solution was hosted entirely in Amazon Web Services (AWS). Responsible for all technical aspects of the project, including solution, infrastructure and data security design, costing, licensing, delivery and implementation oversight.  **Company Merger (Data Integration Architect)**  Designed and delivered a set of technical solutions to facilitate day 1 reporting requirements ahead of the merger of Betfair and PaddyPower. This involved creating shared data models and definitions, a data sharing framework and solving numerous network, tooling and authentication issues, in extremely tight timescales. |

**Business Intelligence Manager - British Gas:** August 2012 – June 2014

Reporting to the Head of Business Intelligence, I managed a team of 10-20 developers, senior developers and technical leads across multiple projects in the Integration and Data Warehousing delivery area.

* Delivery of large scale (£10 million+) integration and data warehouse projects on SQL Server, Teradata, Netezza and Oracle platforms
* Managing multiple development project teams on a day to day basis, ensuring progress against delivery plans
* Evaluating and making proposals for new technologies to provide increased business value
* Running formal POC projects with vendors to establish suitability and effectiveness of new products
* Defining and enforcing rigorous development and design standards
* Reviewing all solution design proposals to ensure scalability, supportability and transparency
* Management and coordination of external service providers and delivery partners
* Defining SOR/SOW documents for fixed price deliveries and working with chosen suppliers to ensure projects are achieving against plans

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| **Key Achievements:** | **BG Marketing Insight Database:** Teradata data warehouse (30Tb+) to manage all British Gas marketing capability, using BO Data Services to populate data from over 70 different systems. I was responsible for design and development management of all ETL processes, batch design, customer and address matching processes.  **ETL Server Migration**: Designed and delivered a 26 server Prod/Pre-Prod and Dev/Test SAP Data Services estate to replace existing ageing hardware. Planned and executed a robust migration plan to move business critical services to their new home with minimum disruption and risk. The estate ran over 4000 jobs every day, with a < 0.5% daily error rate, with capacity for another 5 years growth. |

**Technical Lead – British Gas:** Jan 2010 – July 2012

Managed multiple deliveries, dealing with all aspects of technical delivery.

* Impact assessed new projects and provided detailed cost and time estimates and delivery plans
* Produced detailed designs documents for enterprise scale data warehousing and business intelligence projects
* Acted at a Technical Design Authority for large projects, reviewing all design documentation produced by my team members to ensure that the correct design standards and patterns were being followed
* Liaised with Project Managers and Solution Architects to provide estimates, designs and progress updates, and to manage risk during the lifecycle of projects
* Worked with business representatives and Product Owners to define detailed requirements and to then ensure that our designs met those requirements in terms of functionality and stability

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| **Key Achievements:** | **Business Intelligence Phase 2**: Netezza data warehouse for reporting on all daily activity of British Gas Services’ 10,000 engineers. Responsible for the design of the staging, ODS, dimensional modelling and ETL processes. The system provided analysis and reporting capability for a community of 200+ analysts and team managers across the business allowing improved cost and resource management and increased customer satisfaction. |

**Solution Architect - British Gas:** March 2008 – Jan 2010

Solution Architect on a large Revenue and Margin analysis application for over 1 million business customers delivered using an Agile/SCRUM based development methodology.

* Architected the system as a whole, including technology selection, interface definitions, hardware specifications, team recruitment and system deployment.
* Designed the ETL strategy and data staging techniques for loading data from multiple pricing and billing systems into a single data model
* Designed the data model at the core of the system and the business logic to allow data from disparate systems to align with each other so that data could be analysed
* Designed the web based front end interface to allow interaction with and analysis of the data
* Managed the development team on a day to day basis, to ensure that sprint deadlines were met and any issues were fed back to the business
* Managed the weekly deployment activities of new code into the live system and resolved any fix-on-fail activities

**Senior Developer - British Gas Business:** March 2000 – Jan 2008

As a senior member in a development team, I was responsible for the Design and Build of new business applications.

**Professional Certifications**

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**Education**

**1993 – 1996 Leicester University**

B.A (Hons) English 2.2