Brando Velho
Lead Solution Architect

Personal Profile: I am an accomplished Architect specializing in data, analytics and insights, HCM, eCommerce, marketing, sales and service strategies, governance, and transitional deliveries. I am focused, self-motivated and experienced in implementing new business models, cloud technologies, migration from legacy systems, micro-services, AI, chat bots while managing and leading end-to-end design and delivery.

Key Skills:
- Strategy and roadmap design incorporating workforce lifecycle management, digital channels target, transition and current state architecture across marketing sales and service supported by customer lifecycle, business goals, business benefits, KPIs, RFIs, RFPs and vendor selection.
- Excellent hypothesis, proof of concept, prototyping, presentation and document management skills.
- Architecture Function and Stakeholder Management linking SDLC lifecycle to HLD, LLD and Solution Options across agile and waterfall methodologies where appropriate.
- Asset and Vendor management, technology resource cost modelling and Source Code Management via VSTS and GIT.
- Privacy by design, security standards best practice integrating with SOC.
- Next Gen Data Platform and Data Lake design and implementation, Orchestration workflow, machine learning predictive modelling based on multiple data sources.
- DevOps design and implementations incorporating automated deployments, continuous integration and cloud hosting, high availability, disaster recovery RTO and RPO across various technology stacks incorporating SaaS and SaaS Platform configuration and integration.
- API design, TM Forum Standards, Micro Services, Rest services, Web Service implementations across Azure API Gateway & Management, Oracle Cloud API Gateway, Mulesoft and AWS APIs.

Company: International SoS Location: London July 2022 to Dec 2022
Role: Lead Solution Architect responsible for designing and building out new CRM case management platform.

- Designed new CRM case management platform target, transition and MVP architecture incorporating omni-channel integration with marketing, sales and CCaaS platforms across group, division and regional rollout.

- Led PoC implementation proving out MVP priority themes and production ready platform functionality.

- Designed new Solution Architecture framework incorporating conceptual, logical and physical architecture views across the SDLC stages linked to the product roadmap and the existing EA framework.

Company: Kantar Media Location: London Dec 2021 to June 2022
Role: Digital Enterprise Architecture Practice Lead responsible for implementing Group architecture assurance function.

- Designed and implemented EA architecture practice framework incorporating group, division and regional rollout.

- Worked with group and divisional heads to assess and prepare product capability roadmaps for 2022 business case validation and application rationalization.

- Designed Architectural Assurance Framework for migration of legacy systems to cloud technologies incorporating GCP, AWS and Azure for the purpose of serving market research, consumer survey and data science platforms.

Company: Jagex Location: London August 2021 to Nov 2021
Role: Advisory Enterprise Architect responsible for designing target HR and Finance Ecosystem.

- Mapped live gaming events subscription model, eCommerce, order to fulfilment current state incorporating Payment, Order and Fulfilment, Data, HR and Finance systems.

- Advised on 2 to 3 year strategy incorporating transitional stages with linkage to business capabilities, benefits, KPIs and Target state.

- Worked with leadership and departmental heads to assess organisational impact assessment in preparation for the future landscape.

Company: ConvaTec Location: London November 2020 to July 2021
Role: Channels and Workforce Architect responsible for new digital channels ecosystem.

- Designed new workforce ecosystem incorporating joiners, leavers, human resource platform integrations, marketing, sales and service lifecycles.

- Designed new digital channels ecosystem incorporating core and strategic technologies across marketing, sales and service domains enabling CRM, Customer Data Platform, DAM, CMS, eCommerce, PIM, Artificial Intelligence, Analytics and Insights, APIs and IoT.

- Led design and build of new customer data platform underpinning innovation strategy incorporating multiple data sources into modern data warehouse through ELT enabling data query, machine learning and predictive analytics.

- Worked with programme portfolio to shape business case and evaluate related SaaS/PaaS technology vendor comparisons for selection and two concurrent proofs of value for digital experience platform and customer data platform for global roll out and adoption across multiple regions and countries.

- Managed both Enterprise, Solution architects and delivery teams incorporating architecture, dev-ops and product management best practices.

Company: Ralph Lauren Location: London January 2020 to March 2020
Role: Digital Architect responsible for designing new Global Data Platform of The Future.

- Designed Capability and Data Science foundation platform incorporating core components consisting of Data Lake, Pipeline, Workflow Orchestration, Machine Learning Predictive Modeling based on Promotional Optimizations, Propensity to Churn, Customer Value and Engagement across Ralph Lauren Online, Stores and Factory Outlets resulting in customer segment marketing feeds consumed by Sales Force Marketing Cloud.

- Designed new Global Data Lake Blueprint incorporating industry standard data science lifecycle under pinned by automated and templated Dev Ops deployment model.

- Designed Capability and Data Science foundation platform operating model incorporating people process and tech.

- Coached solution architects on design best practice.

Company: SSE Retail Location: Reading January 2019 to Feb 2020
Role: Digital Channels Architect responsible for designing new Retail digital channels ecosystem of the future.

- Designed and implemented New Microsoft Azure API Gateway and management platform enabling prioritized micro services across the retail organization with business services linking to smart metres and smart thermostats.

- Designed new Contact Centre Target and Transition Architecture incorporating telephony, agent desktop, messaging, analytics and insights, AI/machine learning and gamification.

- Designed Digital target operating model incorporating innovation framework with linkage to product development and dev ops to enable rapid deployments and speed to markets for new products and services across online, mobile app & contact centre channels.

- Designed and implemented Data Science foundation platform incorporating core components consisting of Data Lake, Pipeline, Workflow Orchestration, Machine Learning Predictive Modeling and Dashboard Visualization and led development team resources throughout project lifecycle.

Company: Sony Playstation Location: Oxford Circus August 2018 to Dec 2018
Role: Advisory Enterprise Architect responsible for designing new platform ecosystem of the future.

- Co - Designed New digital Ecosystem in preparation for Next Generation Console underpinned by Global Player/Payer ID for the purpose of enabling personalization, marketing automation and engagement via Salesforce.

- Co - designed new customer experience and marketing workforce lifecycles incorporating workday optimisations and omni-channel lifecycle steps, interaction touch points underpinned by micro-services

- Co - Designed Solution Architecture Framework for PlayStation Global incorporating reference architecture, capability model, design patterns, current state, target and transition roadmaps.

Company: Bupa Location: Holborn, London October 2014 to July 2018
Role: Digital Architect responsible for designing new 5 year target architecture and coordinating global transitional architecture enabling £200 million funding request for investment opportunities working with CIO:

- Led Market Unit Enterprise Architects through digital innovation transformation while chairing ARB and global transformations design sessions.

- Designed Patient, Clinician and Workforce Lifecycles; linking events and interaction touch points for the purpose of delivering personalized experiences delivered via Sales.

- Designed ecosystem analytics and insights capability supporting health related risk factors, personalized prevention recommendations, sentiment analysis, AI natural language processing and two GP Video appointment mobile apps in parallel with Babylon Health and Health Tap.

- Designed 5 year target architecture and 1 year transitional architecture for UK, Spain, Australia, Hong Kong, India and US market units enabling £200 million pound multi market funding request.

Designed Digital target operating model incorporating dev ops to enable rapid deployments and speed to markets for new products and services.

● Developed Digital Capability maturity model incorporating business, data, application and technology architecture scoring over 250 sub capabilities.

Company: Vodafone Group Location: Hammersmith Road, London March 2014 to October 2014
Role: Group Enterprise Channels Architect responsible for designing governance framework and roadmap of new E-Commerce/cross channel B2C & B2B technology stack and leading solution architecture function.

● Designed architectural governance and design framework online cross channel architecture incorporating application, integration and technology architecture.

● Designed Cross Channel Cross Market b2c target architecture supporting online, retail, mobile and call centre key user journeys, for click and collect, start and stop, new subscriptions, fixed line and mobile.

● Designed online target operating model incorporating web deployments across local markets for the Oracle ATG commerce and WCS technologies.

● Provided Architectural Leadership and governance across multiple projects across Online, Mobile, Retail and Call Centre Channels

Company: dmg Media Location: High Street Kensington, London Sept 2013 to January 2014
Role: Enterprise Architect responsible for designing designing governance framework and roadmap of New Channels ecosystem:

● Designed new eCommerce/Travel Platform ecosystem incorporating solution architecture, delivery models, operational models, deployment models, resources models, engagement models and pricing models.

● Designed Online channel architecture incorporating application, integration and technology architecture.

● Designed eCommerce ecosystem supporting multiple online stores consisting of Travel, Fashion and General Merchandise verticals incorporating integrations with Salesforce CRM, Finance, Marketing, DWH and Analytics systems.

Company: OpenU Walton Hall, Kents Hill, Milton Keynes MK7 6AA June 2013 to Sept 20013
Role: Enterprise Architect responsible for designing new online registration and training module platform.

● Designed new online registration and training platform target architecture.

● Mapped as is landscape and conducted impact analysis across business, application, data and infrastructure architecture.

● Designed target operating model in conjunction with business and IT stakeholders.

Company: Vodafone Global Enterprise Location: Paddington and Newbury October 2012 to June 2013
Role: Enterprise Architect responsible for designing roadmap and initial implementation of New E-Commerce portal solution:

● Worked as part of organisational executive strategy team as well as programme delivery team.

● Designed end to end E-Commerce Multi Tier Architecture detailing XML Handlers and order gateway framework. Incorporating the following components, order manager, workflow, reporting, Payment Gateway, integration With Back Office billing systems and Federated SSO Platform, integration points and methods via overnight batch processes and real-time API calls.

● Documented High Level Designs and over Arching Low Level design for all component areas incorporating Network Infrastructure and Application Configuration. Led Development Team s across Ireland, US and India via face to face walkthrough sessions or conference calls.

Company: Home Retail Group (Argos) Location: Midsummer Blvd Milton Keynes April 2011 to August 2012
Role: Solution Architect Responsible for producing the High Level design and implementing the E-commerce B2C Website redesign programme architectural roadmap:

● Worked as part of organisational executive strategy team as well as programme delivery team lead architect.

● Designed To Be Argos.co.uk solution Architecture for web site redesign project focusing on customer experience and user journeys across the entire project portfolio incorporating data mapping specifications for the following projects. SSO, Search and Browse, Product Catalogue, Trading Tools, Look and Feel , 1 Click Reservation and Stock Checker. This also incorporated linking of To Be Wireframes, IT System Requirements following UML best practice, E2E As Is & To Be System design consisting backend PIM SAP to MMDB integration, IBM WC7 data loads, Mercado Search data loads & WC7/Mercado Search & Browse system interaction.

● Designed Search & Browse front end Wireframes and supporting data model enabling improved refinements for Left hand navigation and product detail pages via Real time XML webservices; as well as end to end system design incorporating back end product data migration.

● Conducted Gap Analysis detailing differences between old and new platform focus areas such as changes to business user tooling, asset locations on the network directory and web application server, URLs, caching, data loads, deprecated tables, dynamic properties and IBM extended sites model.

Company: El Corte Ingles (Madrid) Location: Madrid Spain January 2011 to March 2011
Role: Solution Architect reporting into Chief Architect Responsible for designing E-commerce B2C performance improvement Solution:

● Worked as part of Consultancy delivery team persuaded business buy in and designed new strategic architecture ETL process to enable scalability of more then one million SKU's in the ATG Oracle commerce platform.

● Mapped end to end As Is ATG e-commerce catalogue enrichment process across ECI backend/frontend systems analysing over 1,000,000,00 SKU's, Digital Media Assets, Catalogues, Campaigns, Products and information feeds for

the purpose of improving performant catalogue loads within the new To Be ETL process.

● Documented new IBM Web Sphere requirements and wireframe designs highlighting new functional requirements being migrated from the ATG BCC CMS detailing must have product catalogue functional and information needs by liaising with CMS development and design team.

Company: CBS Media Outdoor Location: Camden Town, London October 2010 to December 2010
Role: Solution Architect Reporting into Head of IT Responsible for documenting High Level design of New E-Commerce B2B Portal:

● Worked as part of organisational executive strategy team as well as programme delivery team and documented High Level Design for E- commerce B2B portal.

● Designed new online e-commerce user self-service portal interface integrating with CAS Campaigns management system & Barcode scanning device. Liaised with 3rd party design agency, analysed and designed data flows and links across systems using unified modelling language. Identifying one Unique ID enabling more efficient campaign management/tracking.

● Detailed an exhaustive Finance reporting audit prioritising current & future need business critical reports. Gathered business intelligence requirements for New IBM COGNOS business intelligence tool, sales, marketing & finance management reporting System.

Qualifications & Certificates:
• TOGAF 9
• MSP Foundation
• BTC 2 Year Diploma Regents College

Technology Skills:
Workday, Netsuite, Oracle HCM, Google GCP, Looker, Episerver DXP, Pega, Adobe Cloud Suite Incorporating Analytics, Campaign, Audience Manager, Zendesk, Salesforce Commerce, Salesforce Sales Cloud, Salesforce Marketing Cloud, Experience Manager,Target. Oracle Marketing & Sales Cloud, Magento, eGain, AWS IaaS and PaaS Technologies, EC2, VPC, S3, Glacier, Lambda, Elastic Beanstalk, Elastic Cache, DMS, Route 53, CF, IAM, Auto-Scaling, Step Functions, Lambda Functions, Glue, Glue Catalog, Sage Maker, Redshift, Tableau, Power BI, Athena and Quicksite, Cloud Formation, Management Console, Azure Technologies, VM, Vnet, RG, Blob Storage, Web Apps, API Gateway, API Management, Key Vault, Kubernetes, Docker, Paps DB, SQL, NoSQL, MySQL, Power Apps, VSTS, Arm Templates, OMS, Log,Databricks, Azure Data Lake Store (ADLS), Azure Data Factory(ADF), Pig, Sqoop, Kafka. Python, Jupyter Notebook, RStudio, R Shiny, DataIKU DSS, Terraform, MS Dynamics, Genesys Cloud Contact Center, Zendesk, Oracle HCM, Workday Power BI, Tableau, Sitecore, Content Stack, Akamai, Teleric, Bootstrap, Terraform, Confluence, Jira, Git, Jenkins, Chef, Splunk, Datadog, Enterprise Architect, Lean IX, Power Designer, Erwin, HTML, CSS, NodeJS, React, AnqularJS, Java, PHP, C++, ReactJ2EE, .Net Framework, .Net Core Xamarin, Sencha

Fluent Languages: English, Portuguese Verbal & Written, Spanish Verbal & Written