

# Matt Allsup

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## LEAD ANALYTICS ENGINEER | DECISION INTELLIGENCE & DATA PLATFORMS

### SUMMARY

Senior analytics engineer and player-coach with 20+ years delivering scalable analytics, data pipelines, and governed semantic models including healthcare and regulated environments. Experience as the primary developer/analyst on complex analytics initiatives—owning SQL- and Python-based pipelines, semantic layers, dashboards, and decision-intelligence workflows from intake through production.

Known for translating clinical, operational, and financial business needs into durable analytic products while enforcing standards around CI/CD, testing, documentation, and data governance. Trusted partner to include roles of clinicians, analysts, engineers, and executives alike.

- ✓ SQL & Python data functions and pipelines
- ✓ ELT/ETL (ADF, dbt, Talend)
- ✓ Semantic models & curated data products
- ✓ Power BI, Tableau, Business Objects
- ✓ Healthcare analytics (Clarity, EDW, clinical domains)

- ✓ Azure, Databricks, Snowflake, SQL Server
- ✓ CI/CD standards, version control
- ✓ Stakeholder discovery & translation
- ✓ Self-service analytics & citizen developer enablement
- ✓ Lineage & quality standards

### PROFESSIONAL EXPERIENCE

#### SingleWave Technology

June 2025 – Dec 2025

#### Manager | Solution Engineering & Consulting (Full Time)

*SingleWave Technology is a St. Louis local IT managed service provider. Engaged by co-founders to build a solutions engineering practice to complement their service offering. We ultimately could not align a product go-to-market strategy that worked financially.*

- Served as lead analytics and solution engineer on data- and AI-enabled initiatives, translating loosely defined business problems into scalable analytics solutions and delivery roadmaps.
- Led structured discovery engagements, converting stakeholder interviews and process analysis into decision intelligence artifacts, sprint plans, backlogs, etc.
- Established standards for data migration, modeling, and delivery, reducing rework and improving scalability.
- Built and delivered executive dashboards and analytic narratives, enabling sr. leadership to track delivery performance and make informed decisions.
- Guided and mentored engineers through solution design, code reviews, onboarding, standards.
- Supported data democratization efforts, enabling business users and citizen developers to consume analytics safely through governed tools and patterns.
- Evaluated AI-assisted analytics tooling and automation opportunities to accelerate insight generation and reduce manual effort.

#### Nomad eCommerce , Remote

Oct 2024 – June 2025

#### Data Analyst / Independent Consultant (Contract)

*Nomad is an eCommerce platform that's purpose-built for manufacturers and distributors. Engaged by the President to tighten executive and investor reporting, improve recurring revenue visibility, and support private equity diligence, contributing to a successful exit.*

- Partnered with leadership to identify revenue and operational optimization opportunities using SQL-driven analysis across financial and operational datasets.
- Identified 5.5% in unbilled services and increased annual recurring revenue by 3% through usage reconciliation and data-backed recommendations.
- Built dashboards and ad-hoc analyses to support experimentation, forecasting, and executive decision-making.
- Designed post-implementation monitoring frameworks to track performance and guide iterative improvements.

**Antage Decision Source Inc** **Mar 2021 – Sep 2024**

**Data Architect/Lead Analytics Consultant (Full Time)**

*Antage is a consultancy that helps make data-driven decisions by optimizing data investments*

- Built and maintained SQL- and Python-based data pipelines supporting complex decision-intelligence use cases, including financial allocation models and operational performance analytics.
- Designed core semantic models and governed data products, enabling consistent KPI definitions and scalable downstream reporting.
- Developed and supported dashboards and analytic outputs using Power BI, Tableau, and other BI platforms.
- Defined analytics standards and delivery patterns, including documentation, testing expectations, and deployment workflows to improve reliability and reuse.
- Acted as lead technical resource for complex analytics challenges, troubleshooting performance, data quality, and modeling issues.
- Partnered closely with business and clinical stakeholders to translate needs into scalable analytic solutions aligned with enterprise strategy.
- Authored data dictionaries, reference architectures, and lineage documentation in collaboration with governance stewards.

**Amitech Solutions (Naviant)**

**May 2019 – Mar 2021**

**Senior Consultant /Analytics Lead (Full Time)**

*Amitech was a data, analytics, and automation healthcare consulting firm. Embedded within provider and payer environments.*

- Solution Architect at SSM Health, serving on the Clinical Analytics team delivering high-visibility reporting initiatives, including COVID infection reporting.
- Designed and implemented analytics solutions integrating clinical, operational, and financial data.
- Guided analytics engineers and analysts through design reviews, SQL best practices, and data modeling standards.
- Partnered with IT security, infrastructure, and analytics teams to deliver compliant, production-ready solutions.
- Mentored analysts and citizen developers to improve self-service analytics adoption while maintaining governance.

**DIGR UnEarthing Data**

**April 2017 - May 2019**

**Director Data Integration & Analytics (Contract)**

*DIGR was a data integration and data analytics consulting partnership.*

- Served as primary developer for ETL pipelines (Talend, SQL) integrating ERP, EDI, and operational systems.
- Built and tuned Tableau dashboards and semantic layers, including Tier-3 performance troubleshooting.
- Implemented messaging and orchestration components (ActiveMQ) supporting scalable ingestion workflows.
- Supported finance and actuarial analytics teams with complex allocation and multi-currency models.

**Independent & Consulting Roles (Selected Healthcare Focus)**

**July 2012 – March 2017**

*Provided contract-based professional services as an independent practitioner through consulting firms including Daugherty Business Solutions delivering data, analytics, and integration solutions across multiple clients.*

- Wellmont Health System – Designed SQL Server data warehouse solutions and built a governed semantic layer integrating Clarity and EDW data.
- BJC Healthcare – Integrated data across 13 facilities, ensuring compliance with clinical taxonomies (ICD-10, RxNorm).
- Nestlé Purina / Arch Coal / Express Scripts – Delivered enterprise BI platforms, semantic models, and analytics pipelines supporting large-scale reporting environments.

**ADDITIONAL EXPERIENCE (PROOF OF CONCEPTS)**

*Led self-paced learning and hands-on proof-of-concept work to validate architectures, test tooling, and develop practical expertise.*

- Designed data models and ERDs using DBML and dbdiagram.io, ensuring data integrity across customer interactions.

- Architected an MDM solution using Profisee on BigQuery, integrating dbt models for a single source of truth. Built data pipelines using dbt for transforms, and Azure Data Factory for orchestration, unifying data across CRM, eCommerce, and ERP Systems.
  - Configured dbt projects, optimizing materialization, incremental models and snapshot strategies.
  - Engineered end-to-end pipelines in Azure using Apache Airflow and Blob Storage.
  - In Microsoft 365 Co-Pilot Microsoft Fabric, AI chatbot to enhance data preparation and SQL coding with natural language prompts, utilizing prompt engineering for training proof of concept
  - Built and deployed a custom Docker image via Azure Container Registry, embedding azure-storage-blob and requests libraries, and managed persistent DAG storage with Azure File Shares to create proof of concept.
  - Advanced transformations and feature engineering implementation in Pandas, to pivot Snowflake data to prepare the data for an Auto ML regression model for proof of concept. To demonstrate hashing capabilities using libraries like hashlib for de-identification to Snowflake.
  - Online Badges: dbt Fundamentals, SQL Advanced on HackerRank; Databricks Fundamentals, Databricks for Data Engineers; In dbt, Thirteen total badges

## **INDUSTRY EXPERIENCE**

SaaS & Platform Products, Professional & Consulting Services, Healthcare Providers & Payors, Financial Services, Telecommunications, Consumer Packaged Goods (CPG), Retail, Manufacturing, Construction

## **BOARD & ADVISORY ROLES**

Board Member — Arch Data Network (formerly TDWI St. Louis Chapter) (501(c)(3)) 2007 – Present (Intermittent)

- Provide strategic guidance on organizational direction, programming, and partnerships for a regional 501(c)(3) data and analytics nonprofit.
  - Help shape quarterly forums highlighting analytics, AI, and data platform thought leadership, vendor innovation, and real-world use cases.
  - Support community initiatives including civic hackathons, cross-industry collaboration, and practitioner knowledge sharing.

EDUCATION

Bachelor of Science Degree in Accounting, Maryville University