

BALA KUMAR GANESAN

Director of Data Engineering

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Aiming for challenging roles in a forward-thinking organization to leverage my extensive experience in data integration, modeling, and warehousing. Eager to apply my expertise in data analytics and business intelligence to drive impactful solutions and support strategic decision-making

CAREER SNAPSHOT

- ◆ **Seasoned IT professional** with 13 years of experience in Data Engineering, Warehousing, ETL, Data Modeling, Business Intelligence, and end-to-end data architecture, including development, testing, and maintenance.
- ◆ **Director of Data Engineering** at Pi Securities, a leading brokerage platform in Bangkok, specializing in building scalable data infrastructure from scratch.
- ◆ **Expert in modern data architecture**, covering ingestion, storage, transformation, orchestration, semantic layers, governance, and analytics.
- ◆ **Proficient in AWS services**, DevOps tools like Terraform for cloud infrastructure, and GitHub for centralized code management.
- ◆ **Extensive experience with user behavior data** from CDP/CEP platforms such as Segment, Rudderstack, and Braze.

AREAS OF EXPERTISE

- ◆ Data Integration & Pipelines
- ◆ Data Modeling & Optimization
- ◆ Data Orchestration & Automation
- ◆ Cloud Data Warehouse / Lake
- ◆ Business Intelligence & Reporting
- ◆ Data Quality and Governance

TECHNICAL FORTE

- ◆ Coding Languages: SQL, Python, Unix Shell
- ◆ Data Ingestion Tools: AWS DMS / Lambda, Airbyte, Fivetran, Segment, Rudderstack
- ◆ Data Storage / Query: AWS Redshift, S3 / Athena, Delta / Iceberg, Teradata, Hadoop
- ◆ Data Transformation: DBT, AWS Glue, Spark, Semantic layer (Cube.dev / AtScale)
- ◆ Data Visualization: Looker, QuickSight, Tableau
- ◆ Data Orchestration: Prefect, Airflow
- ◆ ETL Tools: Informatica PowerCenter, Pentaho Data Integration, Reverse ETL

CAREER TRAJECTORY

Director of Data Engineering
Pi Securities Public Company Limited
Bangkok, Thailand
04/2023 - Present

Achievements/Tasks

- ◆ **Established Data Infrastructure:** Built the entire data infrastructure from the ground up, integrating data from multiple systems using ECS Fargate, Redshift, Lake Formation, and Prefect for orchestration, with QuickSight for reporting.
- ◆ **Advanced Data Solutions:** Implemented Airbyte for batch data ingestion and DBT with Redshift for data transformations, ensuring efficient and scalable processes.
- ◆ **Innovative Development:** Currently working on a Cube.dev proof of concept (PoC) for the semantic layer to enhance data accessibility and insights.

Associate Engineering Manager
Skyscanner
London, United Kingdom
09/2022 - 03/2023

Achievements/Tasks

- ◆ **Integration of Fivetran** for seamless data onboarding and At-scale for a semantic layer, enhancing data ingestion and analysis across the company.
- ◆ **Led a squad of 5 Data Engineers**, overseeing project T-shirt sizing, creating comprehensive Spade documents, and conducting design reviews to ensure alignment with business objectives and technical standards.
- ◆ **Data Integration:** Successfully onboarded data from Qualtrics to Databricks, ensuring smooth data flow and efficient processing.

Principal Data Engineer / Data Architect

Pomelo Fashion

Bangkok, Thailand

03/2019 - 08/2022

Achievements/Tasks

- ♦ **Data Infrastructure Design and Optimization:** Designed and built a secure, optimized data warehouse, integrating data from APIs, CDP (Segment), and event data into Redshift for seamless management and advanced analytics.
- ♦ **Advanced Reporting and Data Analysis:** Implemented Looker for sophisticated reporting and data visualization, including analysis of A/B testing results and event data, to provide actionable insights for data science and AI models.
- ♦ **AWS Ecosystem and Data Operations:** Utilized AWS services like Redshift, Glue Catalog, and Lambda for enhanced data processing and reverse ETL, ensuring scalability, reliability, and effective integration with data science initiatives

Business Intelligence Specialist

Agoda Services Co. Ltd

Bangkok, Thailand

10/2018 - 03/2019

Achievements/Tasks

- ♦ **Optimized Customer Experience Metrics:** Analyzed Customer Experience Group (CEG) data to calculate key metrics like CSAT and NPS, improving customer satisfaction using tools such as Hadoop and Tableau.
- ♦ Analyzed chat data to assess response and waiting times, generated daily performance reports for the business, and used insights to drive improvements in Customer Experience Group (CEG) performance

Data Warehouse Consultant

AstraZeneca India Pvt. Ltd

Chennai, India / Guadalajara, Mexico

09/2015 - 09/2018

Achievements/Tasks

- ♦ **Cloud Migration Leadership:** Directed the migration of AstraZeneca's Enterprise Data Warehouse to the cloud, ensuring a smooth transition with no disruptions to existing systems or reports.
- ♦ **Data Integration Oversight:** Managed the continuous data loads from various sources, ensuring seamless integration and reliable data availability.
- ♦ **Legacy System Management:** Oversaw 24x7 operations of the legacy Data Warehouse, maintaining stability and performance across all data processes.

Systems Engineer - Data Engineer

Tata Consultancy Services

Chennai, India / London, United Kingdom

08/2011 - 09/2015

Achievements/Tasks

- ♦ **ETL Workflow Design:** Developed and implemented ETL workflows to extract data from complex sources, including mainframes, improving data processing efficiency.
- ♦ **Performance Optimization:** Streamlined ETL job and query executions, significantly reducing processing time and enhancing overall system performance.
- ♦ **Interactive Dashboards:** Created dynamic dashboards that delivered actionable insights, supporting strategic decision-making and increasing client satisfaction

EDUCATION

- ♦ Bachelor of Engineering (Electrical and Electronic Engineering), PSG College of Technology, India (2011)

LANGUAGES

- ♦ English (Fluent)
- ♦ Tamil (Native)

References: Available upon Request