

# Malcolm Wanstall

e: [malcolm.wanstall@gmail.com](mailto:malcolm.wanstall@gmail.com)  
w: [resume.mwanstall.com](http://resume.mwanstall.com)

p: +61 401 207 219  
t: [@mwanstall](https://twitter.com/mwanstall)

## Summary

---

**OBJECTIVE:** LEADERSHIP ROLE IN THE DATA / ANALYTICS FIELD WHERE I AM ABLE TO EFFECT CHANGE AND TRANSFORMATION OF THE DATA AND ANALYTICS STRATEGY, PRODUCTS AND PEOPLE IN A DATA-HEAVY ORGANISATION.

I thrive on helping businesses maximise value from their data by establishing a clear pathway for people, process and technology evolution. I am an analytics and data management leader with a decades' worth of experience in data / analytics / information strategy, Agile program delivery, system architecture / platform design and product development of enterprise scale analytics and data platforms utilising both cutting-edge (eg Hadoop, Spark, Cassandra) and established (eg SQL Server, Teradata, Tableau) platforms. I have cross industry experience (Financial Services, Telco, Insurance, Health, Agri-Business) delivering technical solutions with an emphasis on providing immediate and quantifiable business value.

Most recently as the Head of Data Delivery at TAL (Australia's largest life insurer) I have established an enterprise data and analytics strategy including the implementation of an enterprise-wide Scaled Agile pipeline of work resulting in the delivery of a suite of industry leading analytics and data capabilities including a message based data and analytics architecture (Data Vault, Cassandra, Spark), delivery of a real-time Single Customer View engine and a speech analytics / sentiment analysis platform enabling the growth of the mid-market customer base by >30%.

## Skills

---

### MANAGEMENT

Data / Analytics / Information Strategy, Agile / Lean Program Management, Scaled Agile Framework, Product Management, Department Management, Executive Stakeholder Management, Business Analysis, Budgeting / Forecasting, Vendor / Contract Management, Vision Development, Project Planning, Staff Mentoring

### TECHNOLOGIES

Spark (+ Streaming), Kafka, Storm, Hadoop (+ Hive), Cassandra, Tableau, Power BI, MicroStrategy, MS SQL Stack (+ SSAS, SSRS, SSIS), Teradata, Oracle BI Stack, PostgreSQL, SAP (+ HANA, Bus Objects), Informatica, SAS, SPSS, R, Python, Java, Scala, Julia, WhereScape RED

### TECHNICAL

Enterprise Architecture and Design, Data Modelling, Database Design, Big Data Management, Data Warehouse Design, Analytics Architecture, Report / Dashboard Architecture, Application / Web Development, Data Analysis, Technical Business Analysis, Data Visualisation, Systems Integration

## Professional Experience

---

### Data Program Manager / Head of Data Delivery

TAL LIFE INSURANCE - JUL 2014 → PRESENT

**TECHNOLOGIES:** HADOOP, CASSANDRA, TABLEAU, MS SQL SERVER, BUSINESS OBJECTS, SAS, SPSS, PYTHON

*Delivering a roadmap of cutting edge analytical and data solutions to move TAL into the a market leading position in terms of information leverage and customer interaction. Created an effective and efficient data pipeline throughout the organisation including a restructure and review of people, processes and technologies. Designing, architecting, implementing and coordinating a program of work in the Data space including Analytics, Business Intelligence, Reporting, Data Management, Data Quality and Data Strategy. Transitioning and managing Delivery teams (~30 people) from a waterfall environment to a Scaled Agile environment to allow the establishment of a data capability that responds to business requirements in a lean manner.*

#### **HIGHLIGHTS**

- Created real time Single Customer View engine to consolidate parties across **11 operational source systems** containing millions of parties
- Consolidated **6 claims management** operational systems into a distributed Master Data Management repository resulting in **18% efficiency gain** in claims processing within 6 months
- Restructured Data teams into single delivery department **increasing development velocity by 34%** within 1 year
- Delivered near real time Speech Analytics platform processing sentiment analysis on **>1000 calls daily** providing real time operational analytical capabilities

#### **ACHIEVEMENTS**

- Produced and implemented a Data Program including Data, Analytics, Information and BI Strategy interfacing board level Waterfall methodology with program level Scaled Agile methodology
- Vertically integrated analytics into the operational business process to enable all departments to leverage from their own expertise more efficiently
- Established a suite of Data Products to articulate funding flows into capital assets as opposed to siloed Project outputs
- Delivered Program and Department level visibility of work with traceability to tangible benefits realisation
- Designed and implemented Architectural Roadmap for the Data and Analytics space
- Delivered a data vault modelled environment that supported business-wide MDM functions and near-real-time analytical and reporting needs

## **Data Program Manager / Data Architect**

**MEDIBANK (MHS) - NOV 2011 → JUL 2014**

**TECHNOLOGIES:** CASSANDRA, MS SQL SERVER, BUSINESS OBJECTS, SSRS, SSAS, SSIS, SAS, MICROSTRATEGY, SQL

*Managing a Department of Analytics and Data Management professionals ranging from Solution Designers, BAs, QAs to Developers and Analysts to continue development of the Data and Analytics initiatives throughout Medibank Health Solutions. Additionally establishing the architectural structure and managing the delivery of a suite of Data products ranging from real-time analytical data marts and telephony analysis platforms to financial and contract analysis systems.*

#### **HIGHLIGHTS**

- Triage Data Mart analysis capabilities helped secure **\$400M contract** renewal
- Consolidated **8+ major** operational systems into 1 consolidated warehouse
- Reduced Client Report generation time **by 98%**
- Coordinated creation of Data Dictionary with **>100 defined** business KPIs

#### **ACHIEVEMENTS**

- Produced and implemented a Product Vision, Team Strategy and Team Working Methodology to allow the execution of the Data/Analytics Vision
- Incrementally delivered Business Process Data Marts (Greenfield) that enjoy continued uptake throughout the Reporting, Operations and Management areas

- Delivered Self Serve BI platform (Greenfield) to key information analysts who were previously making decisions with little data visibility
- Delivered and managed Data Dictionary (Greenfield) to unify Business and Technical Definitions of Business Elements
- Implemented Development and Analysis practises and standards for EDW/BI to ensure quality, integrity and auditability of all outputs
- Increased operational visibility of business information for Clinical and Telephony areas
- Enterprise Data Platform Development facilitated the automation of Client Reports (previously took 5 days per month of manual creation time)

## EDW/BI Consultant / Business Analyst / Project Manager

**MEDIBANK HEALTH SOLUTIONS - JUN 2011 → NOV 2011**

**TECHNOLOGIES:** MS SQL SERVER, BUSINESS OBJECTS, SSRS, SSAS, SAS, MICROSTRATEGY, SQL

*Initial consultation with Medibank Health Solutions to review and audit Data and Information Requirements (including Reporting and Analytical Processes) to produce a business case and high level plan to implement an Information/Analytics/Data Strategy with an underpinned Program Plan to deliver on the immediate and continual requirements whilst consolidating technologies and development processes. Being an IT-lead initiative this required intensive strategic planning to garner full Executive buy-in.*

### HIGHLIGHTS

- Piloted Data Mart that consolidated **4 major operational** systems from 4 business lines into one Data Mart
- Delivered initial investigation **2 months ahead** of 6 month schedule
- Pilot Data Mart delivered on time and **~20% under forecast** cost

### ACHIEVEMENTS

- Workshopped Requirements with all functions and levels of MHS to gain insight into Informational, Analytical and Reporting needs
- Produced High Level Business Requirements for EDW/BI Initiative responding to all areas of information and reporting requirements within MHS and workshopped the results of the investigation
- Created and managed Pilot Team to undertake a Pilot Data Mart implementation containing all Triage information within the business
- Successfully delivered Triage Data Mart pilot project - Pilot has since been taken to Production and development continues
- Gained backing for continued EDW/BI development within MHS
- Produced a Telephony / Operational Data Mart to service an immediate need of data visibility and automation

## Senior Consultant / Senior Technical BA / Architect

**CAPIOTECH / VODAFONE HUTCHISON AUSTRALIA - MAR 2010 → JUN 2011**

**TECHNOLOGIES:** TERADATA, BUSINESS OBJECTS, SAP, SAS, SQL

*Embedded into the VHA business as a Senior BI Consultant successfully delivered many high profile projects from requirements to delivery. Primary delivery was a Universal Reporting Layer (semantic layer) sitting in between a Relational Data Warehouse and the end users. Tasked with all BA and Project duties in addition to Client Relationship Management duties due to the high regard and rapport that was developed.*

## EDW/BI Business Analyst / Project Manager

**ROCHE DIAGNOSTICS - MAR 2008 → MAR 2010**

**TECHNOLOGIES:** MS SQL SERVER, ORACLE, COGNOS, PROCLARITY, SSRS, SSAS, PERFORMANCEPOINT

*The sole Business Intelligence Analyst for Roche Diagnostics, the role involved a full range of BA, Project Manager*

*and developer duties to see requirements through to solutions including a full DWH re-work and a Greenfield BI initiative. Interactions with all functions of the business including C Level and upper management liaising in order to manage the Business Intelligence program and Reporting strategy. All projects were walked through an IT Council process to access funding and establish priority.*

## Technical Business Analyst

CASE NEW HOLLAND AUSTRALIA - JUN 2006 → MAR 2008

**TECHNOLOGIES:** MS SQL SERVER, MS ACCESS, SAS, JCL, SSRS, CRYSTAL REPORTS

## Lead Developer (Database and Web Systems)

CELLIX BUSINESS SYSTEMS - MAR 2005 → JUN 2006

**TECHNOLOGIES:** POSTGRESQL, MS SQL SERVER, PENTAO, SSRS, PYTHON, C#, PHP

## Senior Developer / Project Lead

CMS REHABILITATION MANAGEMENT SERVICES - JAN 2004 → NOV 2004

**TECHNOLOGIES:** MS SQL SERVER, C#, ORACLE, PYTHON, JAVASCRIPT

# Noteable Projects

---

### TAL DATA PROGRAM

Establishment of a cohesive agile program of work including an enterprise data strategy, data roadmap, architectural runway and enterprise data vision.

### MHS GREENFIELD EDW/BI

Planning, requirements, design and delivery management of the MHS Data Warehousing and Business Intelligence Solution.

### VHA UNIVERSAL (SEMANTIC) LAYER

Requirements and Delivery of an international Semantic Layer covering a multi billion row Data Warehouse with some real-time components.

### VHA PREPAID IN EVOLUTION & CUSTOMER VALUE ENRICHMENT

Two of the largest initiatives undertaken by VHA at the time, the role revolved around integrating new Customer and Prepaid initiatives into existing Reporting and Business Intelligence solutions whilst providing analytical feedback on their success.

### ROCHE DATA WAREHOUSE UPGRADE

A ground-up rework of an existing partially developed Data Warehouse to deliver Operational, Financial, Inventory and Sales information throughout the company at 12 hour intervals.

### ROCHE GREENFIELD SELF-SERVE BI

A Greenfield initiative to introduce a Self Service Business Intelligence platform to allow all business users to interact with an analytical system that can provide them with immediate business insight.

### CNH OBSOLESCENCE MANAGEMENT PROGRAM

Reduction of the obsolete stock held on hand by 80% was required, involving analysis programs to identify stock at varying levels of obsolescence and allow it to be sold at the highest possible margin. Targets were achieved over 1

year ahead of initial plan.

# Education, Certification & Associations

---

## University Education

### B BUSINESS (INFORMATION SYSTEMS)

#### UNIVERSITY OF WESTERN SYDNEY

*Grade Average:* Distinction

*Key Subjects:* Project Management, Statistics, Advanced Business Application Development, Database Design and Development

*Highlights:* 1 Year Project soliciting requirements, designing and implementing CMS solution for a national company. Received High Distinction and offered employment by client.

## Certification

- Certified Scrum Master
- Scaled Agile - SAFe Agilist
- Leadership and Management - Medibank Leadership Program
- Various Technology Courses (Hadoop, SQL Server, PowerBI, MicroStrategy, Tableau, SAS, SPSS)

## Associations

- 2014 → Current - [Scaled Agile Academy](#)
- 2011 → Current - [DAMA \(Data Management Association\)](#)
- 2009 → Current - [International Institute of Business Analysts](#)
- 2009 → Current - [International High IQ Society](#)
- 2006 → Current - [Sydney Linux Users Group](#)
- 2006 → Current - [SyPy - Sydney Python Users Group](#)