
AMANDA PERSONETT

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Summary

Enterprise data architect with extensive experience in designing and managing large-scale data architectures. Expertise in database structures, systems planning, and implementation, complemented by strong skills in strategic data analysis and modeling. Proven leadership in guiding teams to successful project completion while maintaining data integrity and system security. Achievements include enhanced efficiency through process streamlining and innovative solutions within enterprise architecture.

Skills

- Data Architecture
- Data Modeling
- Database design
- Data warehousing
- ETL development
- SQL expertise
- PostgreSQL
- SQL Server
- Oracle
- MySQL
- DB2
- Amazon Redshift
- Snowflake
- Informatica PowerCenter
- SSIS
- Python
- OpenSearch
- Elasticsearch
- AWS
- GCP PostgreSQL
- Tableau
- Power BI
- Oracle BI
- Tableau administration
- Data management
- Legacy Modernization
- Architecture design
- Erwin Data Modeler
- ER/Studio
- Python
- Stakeholder engagement
- SQL

Experience

GLOBAL DATA PRACTICE LEAD | 09/2023 - Current

K&B Consulting

- Leading enterprise data architecture and transformation initiatives for Fortune 500 clients while building K&B's global data practice from the ground up.
- Service Delivery: Direct P&L responsibility for \$2M+ annual contract portfolio with consistent delivery of measurable outcomes across multi-year engagements.
- Presented data governance frameworks and analytics maturity to CIO and SVP stakeholders, enhancing organizational alignment on data strategy.
- Restructured and rebuilt data engineering organization through strategic hiring and agile implementation, resulting in 500% sprint velocity improvement.
- ETL & Integration Architecture: Direct implementation of complex ETL architectures supporting FP&A and revenue operations for a \$1.5B consumer products manufacturer; designed source-to-target mapping and data lineage documentation for multi-system integrations spanning ERP, ServiceNow, and Jira.

- Greenfield Platform Architecture (Solo Build): Designed and delivered a complete AWS data platform independently — PostgreSQL (RDS), API Gateway, WAF, Cognito authentication, Lambda functions, Glue ETL, and Tableau reporting. Integrates ServiceNow and Jira data via Skyvia for comprehensive KPI tracking across client organizational hierarchies.
- Designed data strategy assessment frameworks and maturity models, completing UC Berkeley Executive Education in Data Strategy (March 2025) to bolster practice development.

DIRECTOR OF DATA AND ANALYTICS & ENTERPRISE DATA ARCHITECT | 02/2022 - 08/2023

Fittle, a Xerox Company

- Led enterprise data architecture enabling revenue operations, customer analytics, and financial reporting for a global financial services subsidiary.
- Greenfield AWS Platform Design: Performed initial architecture design and database selection for the entire cloud data ecosystem — RDS PostgreSQL (ODS), Kafka streaming, Lambda, S3, Redshift (dimensional warehouse), Glue ETL, and OpenSearch — establishing the design pattern the team built against.
- Mandated serverless-first architecture, challenging team to eliminate server dependencies from inception; enforced design standard limiting platform to 2 EC2 instances across its full scope.
- Oversaw architecture review process, requiring engineers to justify deviations from established design patterns, ensuring adherence to governance standards.
- Kafka Streaming Integration: Integrated with Kafka streaming infrastructure required by the leasing platform to consume real-time transaction data, enabling near-real-time revenue visibility across a geographically distributed sales organization.
- OpenSearch Architecture: Designed index structures and query patterns for AWS OpenSearch powering customer-facing search across dealer and customer portals at enterprise scale.
- Dimensional & Relational Modeling: Designed ODS in RDS PostgreSQL and dimensional models in Redshift for executive-level revenue, sales performance, and customer analytics dashboards.
- Revenue Operations: Architected SQL-based cost allocation and revenue recognition ETL processes; reports became the system of record for NetSuite-to-leasing system reconciliation.
- Large Team Leadership: Directed a 25+ member development team through full technology stack modernization; owned the critical data workstream in a workflow that automated 70% of deal approvals.
- Featured revenue operations architecture in AWS Business Intelligence Blog (April 2024) as industry best practice for financial services GTM transformation, highlighting innovative approach.
- Enterprise Governance: Charter member of Fittle Change Control Board, providing strategic input on data architecture, platform decisions, and enterprise technology roadmap.

LEAD DATA ENGINEER → MANAGER, CLIENT DATA MANAGEMENT & ARCHITECTURE → ENTERPRISE DOMAIN DATA ARCHITECT | 07/2018 - 09/2021

American Century Investments - Kansas City, USA

- Progressive advancement across architecture, management, and engineering leadership at a leading US asset manager (\$300B+ AUM).
- Lead Data Engineer (January 2021 – September 2021): Established a production support center of excellence, achieving a 300% increase in team sprint velocity within 6 months and reducing ticket backlog by 75%. Designed a 'follow the sun' 24/7 operational support model across globally distributed teams in India, Mexico, and the US. Created handoff framework for application support transitions from AWS development teams; consulted on sustainability and supportability of data architecture designs.
- Managed 4 globally distributed agile teams of ETL developers, data engineers, and data architects; oversaw hiring, onboarding, career development, and annual budget management. Rebuilt underperforming BAU team using global staffing model (India, Mexico, US), boosting sprint performance from 10 to 30 story points within 6 months. Provided technical guidance on AWS cloud migration strategy from legacy Informatica systems.
- Enterprise Domain Data Architect (July 2018 – May 2020): \$20M+ Revenue Impact: Architected the 401K SafeHarbor automated rollover system — intelligent ETL processing and bot automation generated \$20M+ in new rollover assets in year one. Sales Conversion Architecture: Designed ETL architecture for the ADP client enrollment pre-population system, increasing plan enrollment by 25% and reducing sales form completion time. Graph Database Architecture: Designed a neo4j graph database implementing a Kevin Bacon-style algorithm for client relationship mapping — enabling complex network analysis across investor hierarchies. Microservices Migration: Created comprehensive migration roadmap from legacy monolithic systems to API-driven microservices architecture. Dimensional & Relational Modeling: Designed dimensional and relational

data models for new business initiatives using ER/Studio across Oracle, DB2, and Netezza platforms. Informatica ETL: Worked on Customer MDM product incorporating 7 disparate sources to create one view of the customer with 95% accuracy. Developed ETL jobs and workflows in Informatica PowerCenter supporting client data operations at enterprise scale.

DATA ARCHITECT | 07/2017 - 06/2018

DST Systems - Kansas City, USA

- Enterprise Data Quality Initiative: Led data debt reduction program across pharmacy business systems, achieving 90% physical model accuracy (a 30% improvement); used ER/Studio to remediate models supporting revenue-critical operations.
- Led data architectural efforts on Analytics Maturity initiative and provided best practices and industry standards guidance to the Chief Data Officer through a conceptual model for the pharmacy line of business.
- Designed dimensional models for pharmacy data warehouse in collaboration with BI teams, optimizing report performance for high-volume healthcare data.
- Technology Strategy: Provided strategic guidance on database technology selection (SQL Server, DB2, Oracle, NoSQL) aligned with business requirements across multiple business lines.

SENIOR DATA ANALYST / DATA ANALYST | 10/2015 - 07/2017

Federal Reserve Bank of Kansas City - Kansas City, USA

- Led the first-ever Fiscal Service cloud application deployment and established FedRAMP compliance for federal database systems hosted in AWS as Interim Security Officer.
- Security & Compliance Architecture: Performed Docker container analysis for FedRAMP authorization, decomposing container images to document OS components and dependencies; led comprehensive AWS security package development.
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- Designed Oracle database structures and views for Treasury Statement API and architected schemas for cloud-based federal financial systems, improving data integration and reporting capabilities.
- Installed and configured Hortonworks Hadoop in Linux environment for proof of concept evaluation, facilitating analysis of big data solutions for federal applications.

SENIOR DATA MINING ANALYST | 02/2014 - 10/2015

Ascend Learning

- Developed lead scoring system integrating SQL Server data with business logic to predict win/loss probability based on lead age, contact frequency, and engagement metrics, enhancing sales prioritization and next-best-action recommendations.
- Analyzed data trends to support strategic decision-making processes.
- Created table structures and SQL Server views for Tableau analytics, managing Tableau Server administration.
- Developed reports to present findings to stakeholders effectively.
- Collaborated with cross-functional teams to improve project outcomes.

REPORTING LEAD – OBIEE | 09/2013 - 02/2014

Sogeti

- Developed OBIEE reporting repository (RPD) as a logical data model; partnered with data architect to design dimensional model for Oracle BI reporting.

BUSINESS INTELLIGENCE SPECIALIST | 04/2012 - 09/2013

IBM

- Reverse engineered legacy USDA data structures using SQL and data mining, creating new data models for enhanced analysis.
- Rebuilt Congressional crop reporting SQL into Hyperion automation, eliminating annual maintenance and enabling near-real-time reporting.
- Led database development teams for USDA modernization initiatives, collaborating with IBM VP on budget development.

Education

UC Berkeley Executive Education - Data Strategy

Leveraging Data as a Competitive Advantage, 03/2025

Rockhurst University - Kansas City | Master's Certificate

Data Science, 12/2017

GPA: Kansas City

Capstone: Predictive model detecting outlier narcotic prescribing patterns by specialty and geography

Johnson County Community College - Overland Park, KS | Associate of Science

Computer Information Systems

University of Missouri Kansas City - Kansas City, MO | Bachelor of Arts

Psychology

Education Professional Development

- UC Berkeley Executive Education, Data Strategy: Leveraging Data as a Competitive Advantage, 03/01/25
- Rockhurst University, Master's Certificate in Data Science, 12/01/17
- University of Missouri Kansas City, Bachelor of Arts, Psychology
- Johnson County Community College, Associate of Science, Computer Information Systems

Certifications Industry Recognition

- AWS Certified Cloud Practitioner, In progress — recertification
- Databricks Fundamentals Accreditation, 11/01/25
- AWS Business Intelligence Blog Feature, 04/01/24, Revenue operations architecture at Fittle recognized as financial services industry best practice.
- Publication: Transforming Agile Performance, 01/01/25

Websites, Portfolios, Profiles

- <https://www.amandapersonett.com>
- <https://linkedin.com/in/ampersonett>

Projects

Value Tracker — Enterprise Metrics Platform, Designed and built end-to-end to demonstrate modern data architecture patterns for enterprise clients.

Technical Expertise

Erwin Data Modeler, ER/Studio, Conceptual, Logical, Physical, Dimensional, Relational, ODS, Reverse engineering, legacy modernization, data governance frameworks, PostgreSQL, SQL Server, Oracle, MySQL, DB2, Amazon Redshift, Snowflake, Netezza, OpenSearch, neo4j, Informatica PowerCenter, SSIS, AWS Glue, Python ETL, Kafka, AWS Lambda, Skyvia, API-driven integration, microservices, AppFlow, Source-to-target mapping, lineage documentation, validation frameworks, RDS, Redshift, Glue, S3, Lambda, OpenSearch, Athena, API Gateway, Cognito, WAF, QuickSight, CloudWatch, CloudTrail, EC2, Cloud SQL, PostgreSQL (GCP), Docker, Tableau, Power BI, AWS QuickSight, Oracle BI, Metabase, Hyperion, SSRS, Crystal Reports, SQL, Python, Visual Basic, PHP

Highlights Strengths

Enterprise Data Architect | Cloud Data Solutions Architect | Strategic Executive, Enterprise Data Architect with 24+ years of IT experience and a consistent track record of designing and delivering the data foundations that power revenue operations, regulatory compliance, and business intelligence at scale., Cloud Data Solutions Architect, Greenfield cloud data platform design and delivery across AWS — RDS PostgreSQL, Redshift, Glue, Kafka, OpenSearch, Lambda, S3 — built for real-time operations, analytics, and enterprise-scale reporting., Quantified Impact, \$20M+ in documented revenue impact; 25–30 engineer team leadership; 300–500% team velocity improvements; 70% automation of business processes; 40% query performance improvement; FedRAMP compliance established., Full-Stack Modeling Depth, Expert in conceptual, logical, and physical data modeling using Erwin and ER/Studio across relational, dimensional, and operational architectures., Trusted Advisor, Regular presenter to CIO and SVP-level stakeholders; direct P&L responsibility for \$2M+ annual contract portfolios., AI & Modern Stack Integration, Active practitioner integrating AI tooling and modern data stack patterns into enterprise architecture strategies., Breadth Without Sacrifice of Depth, Financial services, manufacturing, healthcare/pharmacy, federal government, SaaS — the same architectural rigor applied across every domain.