

AMANDA PERSONETT

Harrisonville, MO | 913-205-9321 | ampersonett@gmail.com |
linkedin.com/in/ampersonett | https://www.amandapersonett.com/

EXECUTIVE SUMMARY

Data & Analytics Executive who builds high-performing data functions that generate measurable revenue in complex, regulated environments. 24+ years in IT with 13+ years leading enterprise data strategy, team transformation, and analytics that drive business outcomes. Proven track record building greenfield data platforms, transforming underperforming teams (achieving 300-500% velocity improvements), and delivering \$20M+ in documented revenue impact. Distinguished by the ability to operate fluidly from hands-on technical execution (Python, SQL, AWS architecture) to C-suite strategic advisory. AWS thought leader with published case study on enterprise data transformation.

CORE COMPETENCIES

Data Strategy & Transformation: Greenfield platform builds | Enterprise data architecture | Data governance frameworks | Compliance (FedRAMP, HIPAA) | Data monetization & valuation | M&A data assessment

Revenue & GTM Analytics: Sales operations analytics | Customer lifecycle optimization | Pipeline & forecasting | Lead scoring & propensity modeling | Churn prediction | SaaS metrics (ARR, NRR, LTV, CAC)

Analytics & Data Science: Predictive modeling | Machine learning | Statistical analysis | Behavioral analytics | Outlier detection | Pattern recognition

Leadership & Execution: Team building (scaled to 25-30 engineers) | Global operations ("follow the sun") | C-suite advisory | Agile transformation | Vendor & stakeholder management

PROFESSIONAL EXPERIENCE

Global Data Practice Lead | K&B Consulting | Remote | September 2023 - Present

Leading enterprise data transformation initiatives for Fortune 500 clients while building K&B's global data practice from the ground up.

- **Value Tracker Platform (Solo Build):** Designed and built complete AWS data platform independently— PostgreSQL database, API Gateway, WAF, Cognito authentication, Lambda functions, Glue ETL, and Tableau reporting. Integrates ServiceNow and Jira data via Skyvia for comprehensive engagement value tracking across client hierarchies.
- **C-Suite Strategic Advisory:** Serve as trusted data strategy advisor to 3 enterprise clients (2 Fortune 500), presenting regularly to CIO and SVP-level stakeholders on data transformation, governance, and analytics roadmaps.
- **Service Delivery Leadership:** Direct P&L responsibility for \$2M+ annual contract portfolio, consistently delivering measurable outcomes across multi-year engagements.
- **Team Transformation:** Restructured data organization for \$1.5B consumer products manufacturer supporting FP&A and revenue operations, achieving 500% sprint velocity improvement through agile implementation.
- **Practice Development:** Shaped data strategy assessment frameworks and maturity models; completed UC Berkeley Executive Education in Data Strategy (March 2025).

Director of Data and Analytics & Enterprise Data Architect | Fittle, a Xerox Company | Remote | February 2022 - August 2023

Led enterprise data transformation enabling revenue operations and financial reporting for global financial services subsidiary.

- **Greenfield AWS Platform:** Built complete cloud data ecosystem from scratch—RDS PostgreSQL, Kafka streaming, Lambda, S3, RedShift, Glue, OpenSearch—serving as central platform for revenue operations, customer analytics, and financial reporting.
- **Large Team Leadership:** Directed 25-30 member development team through full technology stack modernization, owning critical data workstream in a workflow that automated 70% of deal approvals.
- **Revenue Operations Excellence:** Designed real-time sales reporting infrastructure serving field sales, finance, and accounting; reports became system of record for NetSuite-to-leasing system reconciliation.

- **Industry Recognition:** Revenue operations architecture featured in AWS Business Intelligence Blog as industry best practice for financial services GTM transformation.
- **Complex Analytics:** Led development of sophisticated SQL-based cost allocation and revenue recognition reporting; personally architected complex business logic for funding and per-unit cost calculations.

Senior Data Engineer/Architect | Mersive Technologies | Remote | September 2021 - February 2022

- **Performance Optimization:** Achieved 40% query performance improvement through PostgreSQL tuning in Google Cloud environment reducing database load by 50%.
- **Enterprise Architecture:** Led assessment and designed database structures for complete system rewrite; advised multiple teams on query optimization and indexing strategies.

American Century Investments | | Kansas City, MO | July 2018 - September 2021

Lead Data Engineer (January 2021 - September 2021)

- **Operations Excellence:** Established production support center of excellence, achieving 300% increase in team sprint velocity within 6 months.
- **Global Coverage Model:** Designed "follow the sun" 24/7 operational support across distributed teams in India, Mexico, and US.

Manager of Client Data Management and Architecture (May 2020 - January 2021)

- **Multi-Team Leadership:** Directed 4 globally distributed agile teams comprising ETL developers, data engineers, and data architects.
- **Team Turnaround:** Rebuilt underperforming BAU team using global staffing model (India, Mexico, US), increasing sprint performance from 10 to 30 points in under 6 months.

Enterprise Domain Data Architect (July 2018 - May 2020)

- **Revenue Generation:** Architected 401K SafeHarbor automated rollover system generating \$20M+ in new rollover assets in first year through intelligent data processing and bot automation.
- **Sales Conversion Optimization:** Designed ETL architecture for ADP client enrollment pre-population system, increasing plan enrollment by 25% and reducing sales form completion time.
- Created comprehensive migration roadmap from legacy systems to API-driven microservices architecture.

Data Architect | DST Systems | Kansas City, MO | July 2017 - June 2018

- **Cross-Vertical Leadership:** Led enterprise data quality initiative across pharmacy business systems achieving 90% physical model accuracy (30% improvement); collaborated with BI teams to optimize database models for revenue-critical operations.
- Provided strategic guidance on database technology selection (SQL Server, DB2, Oracle, NoSQL) aligned with business requirements across multiple business lines.

Senior Data Analyst | Federal Reserve Bank of Kansas City | Kansas City, MO | October 2015 - July 2017

- **Federal Cloud Pioneer:** Led first-ever Fiscal Service cloud application deployment, serving as Interim Security Officer establishing FedRAMP compliance for federal database systems in AWS.
- **Regulatory Compliance:** Spearheaded comprehensive AWS security package development while managing strategic vendor relationships with Amazon compliance and sales teams.
- Designed Oracle database structures and views supporting Treasury Statement API for automated Congressional reporting.

EARLIER CAREER

IBM - Business Intelligence Specialist: Led multi-project database development teams for USDA; rebuilt legacy SQL into Hyperion automation, eliminating 100% of annual maintenance for Congressional crop reporting. Collaborated with IBM VP on annual budget development.

Ascend Learning - Senior Data Mining Analyst: Built lead scoring system combining SQL Server data with business logic to predict win/loss probability—factoring lead age, contact frequency, and engagement metrics—driving sales prioritization and next-best-action recommendations.

MedTrak Services - Healthcare Analytics: Developed predictive models identifying narcotic abuse patterns by analyzing pharmacy fill frequency, controlled substance diversity, and provider relationships—early machine learning application for healthcare risk scoring.

AccessMED/McKesson - Business Analyst: Assisted with Oracle OBIEE data warehouse design; developed dashboards and client reporting from Siebel CRM; led team of 3 Business Analysts.

EDUCATION & PROFESSIONAL DEVELOPMENT

UC Berkeley Executive Education: Data Strategy - Leveraging Data as a Competitive Advantage (March 2025)

Master's Certificate in Data Science, Rockhurst University (December 2017)

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

Bachelor of Arts in Psychology, University of Missouri Kansas City

Associates of Science in Computer Information Systems, Johnson County Community College

CERTIFICATIONS & INDUSTRY RECOGNITION

AWS Certified Cloud Practitioner

Databricks Fundamentals

AWS Business Intelligence Blog Feature (*April 2024*) - *Revenue operations data architecture recognized as industry best practice*

TECHNICAL EXPERTISE

Cloud Platforms: AWS (RDS, RedShift, Glue, S3, Lambda, API Gateway, Cognito, WAF, QuickSight, Athena, CloudWatch), Google Cloud Platform

Databases: PostgreSQL, Snowflake, SQL Server, Oracle, MySQL, DB2, RedShift, OpenSearch

Data Integration: Kafka streaming, Informatica, SSIS, Python ETL, Skyvia, API development

BI & Visualization: Tableau (12+ years), Power BI, QuickSight, Metabase, Oracle BI

Architecture & Modeling: Erwin, ER/Studio, dimensional & relational modeling, data governance frameworks