

Kieran Poynton

Wilhelmsdorf, Germany 91489 | 0049 1575 6564653 | Kieran.Poynton@Gmail.com

Professional Summary

Director Enterprise Data Architecture - Director Business Intelligence – Data-Driven Culture Evangelist
Team Manager, Mentor and Coach – Data Architect – BI, Data and SQL Engineer
Successfully delivered data and analytics evolution in three previous companies.

Employment History

Director Enterprise Data Architecture, adidas
Herzogenaurach, Germany

August 2019 – Present

- Responsible for making data more consumable within adidas and driving a data-driven culture.
- Responsible for developing enterprise-wide architecture and processes ensuring the buy-in of all stakeholders.
- Responsible for focusing on identifying areas for consolidation and reducing costs, improve executive decision making and to increase the benefits from innovation by delivering strategic change initiatives and managing business transformation activities.
- Identifies new and emerging hardware and software technologies and products based on own area of expertise and trend analysis, assesses their relevance and potential value to the organisation, contributes to briefings of staff and management.

Director Business Intelligence UX and Development, adidas
Herzogenaurach, Germany

March 2019 – July 2019

- Leading and driving a DevOps team consisting of BI Developers and UX designers.
- Responsible for driving senior leadership and board reporting with cutting-edge design and usability.
- Responsible for global user experience guidance and governance.
- Responsible for front-end development, vendor management, license model and upgrade roadmap
- Responsible for delivering core strategy Business Analytics solutions to over 6,000 global users.
- Responsible for global Business Intelligence and Analytics communication to over 6,000 global users.

Sr. Manager Global Business Intelligence, adidas
Herzogenaurach, Germany

March 2016 – February 2019

- Responsible for delivering core strategy Business Analytics solutions to over 6,000 global users.
- Responsible for global Business Intelligence and Analytics communication to over 6,000 global users.
- Delivered a new end-to-end UX branding and design templates for Global Enterprise Analytics in adidas.
- Leading, coaching and mentoring a BI development and UX team.
- Successfully delivered gap-closing GDPR compliance initiatives across Business analytics and Big Data platforms.
- Business partnering with colleagues to support analytics automation and standardisation.
- Business partnering with senior executives to market data-driven solutions and analytics within adidas.
- Responsible for fostering and enabling a creative and agile environment to ensure true business-impact solution delivery within a rapid development cycle.

Sr. Manager Global Data Management, adidas
Herzogenaurach, Germany

June 2015 – March 2016

- Responsible for delivering, maintaining and ensuring governance to the global consumer data model.
- Delivered a new model and process to assess the maturity of each data domain within adidas.
- Single point of contact for consumer data usage and data integration processes in adidas.
- Connecting with stakeholders and collaborating across the company globally to spread the knowledge of the data model and enforce compliance to a single version of the truth across all systems and processes.
- Responsible for training users on legal uses of consumer data and providing insights for impacted areas based on GDPR.

Data Architect and BI Lead, Central England Co-operative
Lichfield, England

Nov 2013 – June 2015

- Fostered and delivered an improved data-driven and analytics decision-making culture within CEC.
- Delivered a new data platform reducing data processing from 12 hours overnight to five minutes in the day.
- Proof of value delivered after 6 months through advanced analytics of food discount compliance monitoring.
- Responsible for Data Warehouse, data and business intelligence architecture across the company.
- Responsible for decommissioning five legacy BI and analytics tools - reducing costs and complexity.

BI Architect Team Lead, Inspired Gaming Group
Burton-on-Trent, England

June 2012 – Nov 2013

- Responsible for incubating and scaling a new Business Intelligence tool and platform across the business.
- Developed and delivered an out-of-the box branded analytics tool to be sold to B2B customers.
- Developed and scaled new game analytics algorithms to improve the playability and profitability of FOBT (Fixed odds betting terminal) games.

Data Warehouse Architect, Compass Group
Rubery, England

Jan 2012 – June 2012

- Successfully reduced data failure downtime by 90% by altering daily bulk data loads to hourly trickle-feed.
- Training and mentoring a junior developer through data architecture techniques and Cognos BI development.
- Delivered enhanced margin analysis and optimised margin forecasting through complex PL-SQL.

ETL Developer, Inspired Gaming Group
Burton-on-Trent, England

June 2008 – Jan 2012

- Assisting development of a brand-new enterprise data warehouse within a team of data engineers.
- Responsible for building ETL packages and automated data delivery for customers and IGG.
- Developed enhanced tracking techniques to highlight field engineer anomalies and sophisticated reporting.
- Developed FOBT door reporting system to ensure compliance and provide input for loss prevention teams.

Business Intelligence Analyst, Inspired Gaming Group
Burton-on-Trent, England

Jun 2004 – Jun 2008

- Developing client-side applications to speed up day-to-day data processing tasks and enabling automation.
- Responsible for Cognos reporting solutions for B2B customers to ensure financial data load reconciliation.

Education

BSc, Computer Science, Staffordshire University, 2008

Certifications

Fit to Lead - adidas leadership training (2017)

Microsoft BI - Implementing data models and reports with (2013)

Cognos 8 - DataManager, Report Studio and Framework Manager (2007)

Languages

English – Native

Polish - ABC Entry Level Award in Speaking and Listening (2014 - 2015)

Japanese - NOCN Level 2 in Japanese (Listening, Speaking and Writing) (2009 - 2013)

German - A1 level (No formal Qualification)