

Sebastiaan de Waard

Senior Data Architect

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EXPERIENCE

Data Strategy Consultant — Detecting Financial Crime

Apr 2025 – Apr 2026

ABN AMRO · Amsterdam · via DataFox BI

KYC analysts were losing time on administration instead of risk analysis under regulatory pressure.

- **Agentic AI for KYC due diligence.** Multi-agent system in Azure AI Foundry: KvK verification, SBI checks, website analysis and UBO trail fully autonomous. DFC management approved productionalisation.
- **Event Driven Reviews redesigned.** 350-question review process fully analysed; questions without risk coverage scrapped, customer self-service and prefilling added. Approximately 80% automatable; rollout formally launched.
- **Transaction monitoring dashboard.** Shadow Excels (PSP, Crypto, Tikkies) eliminated by building missing analyses directly into the platform. 125 improvement initiatives delivered; dashboard accessed 15,000+ times per month.

Databricks · Azure AI Foundry · Power BI · PowerApps · Agentic AI · Python

Tech Lead Solution Architect

Dec 2020 – Apr 2025

Randstad · Diemen · via DataFox BI · 39 countries, 5,000 data users

Walked into a two-year stalled migration: lift-and-shift, worse performance than the original, 40,000+ broken subscriptions, business in open revolt.

- **Migration crisis resolved in 4–5 months.** Rescue plan designed and executed, team stabilised. Then a real rebuild with the Enterprise Data Architect: Snowflake, dbt, Tableau platform; ETL as reusable building blocks.
- **Finance-critical ETL restored: 15h → 20min.** Full-load across 8 sources and billions of payroll records redesigned to a conformed dimensional star model with SCD-2 and incremental loads.
- **MicroStrategy phased out, four phases with rollback per layer.** 20,000 dashboards rationalised to 200 for 5,000 users. €400k/yr in recurring licenses eliminated. Zero downtime. Approved by CIO and Data Governance Board.
- **Governance Operating Model from scratch.** Data Governance Board, Executive Data Owners, Stewards, SMEs. Innovative Data-Transformation-Specialist (DTS) pattern: 150 business users execute transformations on the same staging layer as 6 IT engineers, via formal PR review.
- **Global Architecture Board (Atlanta).** Co-designed Global Data Initiative and phased AWS-to-GCP migration strategy without production disruption.

Snowflake · dbt · Tableau · Databricks · Python · BigQuery · AWS · GCP · Terraform · Airflow · OpenMetadata

Business Intelligence Consultant

Jan 2018 – Dec 2020

ABN AMRO · Amsterdam · via DataFox BI · KYC / CB / CIB

KYC analysts worked with 8 systems simultaneously, including XML archives. Customer analysis took days.

- **KYC transaction monitoring dashboard, on own initiative.** 8 systems consolidated into 1 platform. Customer analysis reduced from days to seconds. 1,800 analysts, 20,000+ accesses per month — most-used dashboard at ABN AMRO.
- **Future state Client Analytics.** Data flows standardised, reporting environment reduced from 1,300 to 9 decision-support dashboards.
- **Transaction Banking consolidation.** 200 dashboards to 15. Maintenance from 1 FTE full-time to 1–2 hours per week.

Teradata · MicroStrategy · Databricks · Azure · Power BI

Manager Business Intelligence

Dec 2015 – Sep 2017

Blokker Holding · Amsterdam · permanent role, prior to founding DataFox BI

Holding company was losing €250M/yr. The 14-person BI team was stuck in maintenance. Business units ran their own servers with unmanaged reporting for 200 stores.

- **Shadow IT eliminated in 2 weeks.** All required reporting rebuilt on the central platform. Local servers shut down.
- **Team transformed from maintenance to product development.** Unified data warehouse integration across the holding. Top-100 per store for 200 outlets: from 1 FTE full-time to fully automated.

Teradata · MicroStrategy · QlikView

EARLIER ROLES

BI Solution Architect — FrieslandCampina (via DataRocks) Jan 2020 – Aug 2020

Fragmented reporting transformed into a single scalable cloud solution. Tibco phased out. Knowledge handover to Capgemini.

AWS Redshift · MicroStrategy 11.1 · Spotfire

BI Architect Lead — Blokker BV Sep 2017 – Jul 2018

New BI platform from scratch on Microsoft Azure. 21 sources unlocked, Data Vault 2.0 data warehouse implemented. Run in parallel: technical and functional handover of the BI platform from Blokker Holding to Intertoys.

Azure SQL DWH · SSIS · Pyramid 2018 · SSRS · SSAS · ArchiMate

Business Intelligence Professional — FourPoints Intelligence Jan 2013 – Dec 2015

Co-built a MicroStrategy service offering for top-tier SMB. Client onboarding, dashboards, workflows, demos. Clients included Honda Motor Europe (Ghent) — QlikView dashboard for European Sales Managers.

MicroStrategy 9 · QlikView · Object/System/Command Manager · SDK

Senior BI Developer — CTB ICT Flex Mar 2008 – Jan 2013

Transition from operations into BI. Started as consultant and grew into senior. Data warehouses and BI platforms for SMB and mid-market clients. This is where I built my foundation: dimensional modelling, ETL design, Cognos platform administration.

Cognos · SQL · Kimball · Data Vault

Earlier experience · 1997–2008 — Operations Manager at Legalines (Sep 2001 – Mar 2008) following a background in international hospitality: Calluna, Van der Valk, Rydges Hotels Australia, Port Zelande. This is where I learned to manage teams, set up financial reporting and operate under pressure.

TECH STACK

CLOUD

Azure · AWS · GCP · VMware · on-premises

DATA PLATFORMS

Snowflake · Databricks · BigQuery · Azure Synapse · AWS Redshift · Teradata · Oracle · SQL Server

ETL/ELT & BI

dbt · Azure Data Factory · Airflow · Matillion · SSIS · Power BI · Tableau · MicroStrategy · Cognos · QlikView · Spotfire

AI & MODERN STACK

Azure AI Foundry · Azure OpenAI · Snowflake Cortex · Microsoft Fabric · Copilot Studio · Agentic AI · PowerApps

ARCHITECTURE & GOVERNANCE

DAMA-CDMP · Kimball · Data Vault 2.0 · Inmon · Lakehouse · Medallion · Data Mesh · OpenMetadata · ArchiMate · TOGAF · GDPR/RTBF · KYC/AML · PII masking · RLS · Column-level lineage

DEVELOPMENT & DELIVERY

Python · SQL · Git · GitHub · Terraform · Bash · TDD · Prince2 · Agile/Scrum · SAFe

CERTIFICATIONS & EDUCATION

DAMA CDMP — Associate · 2025–2028 · ref. 13859330

MicroStrategy Certified · Architect, Engineer, Developer, Platform Admin (v9.3.1 through v11.1)

Additional credentials · Snowflake hands-on (5 modules) · Databricks (SQL Analyst · Unified Data Analytics · Delta Lake) · Power BI DA-100 / MCSA · Azure AZ-900 · dbt: Zero to Hero (2024)

BBA Business Administration (part-time) · Hogeschool Ede · 2010–2012 · **Languages** · Dutch C2 · English C1/C2