

# ZINIA HAYWOOD

BI & TECHNICAL DELIVERY MANAGEMENT; DATA ARCHITECTURE, DESIGN, ANALYSIS AND SOLUTION DEVELOPMENT; TEAM LEAD

c: +27(0) 76 383 2829 | e: [zinia@unspiced.com](mailto:zinia@unspiced.com) | w: [www.linkedin.com/in/zadriaanse](http://www.linkedin.com/in/zadriaanse)

## ABOUT ME

My academic background, as well as 15+ years of IT experience, has enabled me to take on several challenging roles throughout my career - from client-facing consultant to managing development teams. I have built a track record for process improvement within BI environments and driving effective collaboration between technical and business teams. I have an analytical mindset and a technical skillset which includes hands-on data analysis, design, modeling, and development experience.

One of my proudest achievements has been having the responsibility of guiding the organization to an industry standard BI architecture through various technical projects, and the optimization of disparate reporting solutions into a central, enterprise DWH.

## SKILLS PROFILE

### *Business Intelligence Tools*

- SAP Hana; IBM Cognos; MS SSRS; MS Power BI; Qlikview; Roambi; Google Analytics; MS Excel; AS400 iSeries Reporting; ETL and data integration; Informatica (IDQ) for Data Analysis and Profiling.

### *Programming Languages*

- Python; PySpark; C; C++; Java; MATLAB; True Basic; VB 6; VB.NET; XML; JavaScript/jQuery; HTML; T-SQL; PL/SQL; MDX.

### *Database Technologies*

- Cloudera (Hadoop); TopSpeed; Access; MS SQL Server; IBM Oracle DWH; IBM Informix DWH; IBM DB2.

### *Cloud Technologies*

- AWS stack: Amazon Redshift, Amazon S3, EC2, Lambda; Amazon Transcribe, AWS Textract; AWS Glue, Athena; AWS Data Pipeline.
- GCP stack: Google Cloud Storage; BigQuery; Google Cloud Dataprep; Datalab.

### *Certifications*

- Professional Cloud Architect: Google Cloud Platform.
- Certified Data Vault 2.0 Practitioner: Data Vault Alliance.
- Certified Business Intelligence Professional: Data Foundations

### *Business Industries*

- Retail (Woolworths); Financial Services (Woolworths Financial Services, Old Mutual Financial Services, Sanlam), Banking (Postilion, Woolworths Financial Services, Old Mutual)

## EDUCATION DETAILS

### **2011: BCom (Hons) in Information Systems**

#### *University of Cape Town, South Africa*

- Coursework: System Analysis, Design and Development; Technology; Project Management; and Strategic Management of IT.
- Research and technical thesis submitted: *Group-Buying: Understanding the social phenomena from multiple perspectives.*
- Published: *An Appraisal of Social Network Media Use for Online Group-Buying in South Africa* (World Academy of Science, Engineering and Technology, Issue 68. Year: 2012.)

### **2004: BSc in Information Technology**

#### *University of Cape Town, South Africa*

- Majored in Computer Science on the Scientific Computing programme.
- Courses included: Mathematics, Physical Science, Information Systems, and Professional Communications.
- Academic Achievements: Dean's Merit List and member of Golden Key International Honour Society.
- SHAWCO Volunteer: Teaching computing skills to high school pupils in disadvantaged communities.

## EMPLOYMENT HISTORY

### **Cognitive & Analytics Manager, Deloitte Consulting**

January, 2020 — Current

*Cape Town, South Africa*

As a manager within the Cognitive & Analytics department of the organization, I strive to build and maintain a sound relationship with our clients. I am accountable for all personal and team deliverables and responsible for highlighting potential risks regarding scope and resourcing that may impact client deliverables. To date, I have worked on engagements for clients in the Financial Services, Insurance and Retail industries.

I am currently providing consulting services to one of our largest clients, a market leader in the Financial Services and Insurance industry, and form part of a team who delivers to an enterprise scale BI program. In this role, my main responsibility within the Architecture & Foundation workstream of the BI program is as a contributor to the design of workload assets and its associated analytics environment. It entails working with business

stakeholders to gain an understanding of their workload requirements and leveraging that understanding with a knowledge of the source data elements and the technical components of the BI platform.

I work closely with the Technical Lead, Developer and Solutions Architect to deliver to the project milestones. Regularly engaging with Information Governance specialists to ensure adherence to regulatory, legal, risk, environmental and operational requirements.

**Lead Data Architect, Woolworths Financial Services**  
*Cape Town, South Africa*

October, 2016 — December, 2019

As a Lead Data Architect within the organization, I am ultimately responsible for the accuracy, timeliness and correctness of the base data used within the organization. The organization is very data-centric, with customer and financial data being critical to operations. I represent the Data Analytics team as SME in all matters associated with WFS data, including the architectural design and maintenance of the data warehouse table structures for WFS. Data quality is of utmost importance to the business, so one of my first objectives in this role was to implement controls and processes to ensure that data collection was complete and accurate.

I manage a team of analysts and developers who are responsible for delivering to the organisation's project portfolio and managing the operational DWH environment to support existing business processes. The role also requires that I take overall ownership of all data collection processes to support the WFS business and work closely with external and internal suppliers when new data feeds are needed.

In addition, I act as project and release manager for enhancements to existing data structures – i.e. responsible for the planning, co-ordination, release implementation and change management. These continuous improvement and enhancement requests are executed by decentralised development teams which span across various areas, e.g. Application and Systems Integration, Automation and Scheduling, Business Intelligence, and Production Support.

*Responsibilities*

- Team development, team management and resource allocation to projects
- Operational management of DWH environment
- Co-ordination of resources and teams to develop, implement and support BI solutions
- Data quality assurance, data analysis and design
- Technical and business stakeholder engagement
- Vendor management, including establishing SLAs with data providers

**Senior BI Analyst, Old Mutual Finance**  
*Cape Town, South Africa*

September, 2014 — October, 2016

*Projects*

- End-to-end delivery of information requirements associated with the Money Account Project, launch of the Old Mutual Group's first banking product.
- Analysis and solution design for iSeries Menu Removal project, restricting back-end reporting access to authorized users.
- BI representative in working group discussions, responsible for guiding and advising the business on the most appropriate solution to meet their information needs.
- Prioritization of BI project deliverables and communicating the dependencies on IT system deploys.
- Resource negotiation and collaboration with IT and business.
- Coordinating production implementation between BI and IT; and UAT between BI and business users.

**BI Technical Team Lead, e-magination Info Solutions**  
*Cape Town, South Africa*

June, 2011 — September, 2014

*Projects*

- Project and end-to-end delivery management of a team of BI developers and system analysts within the Woolworths BI department.
- Management of team delivery within the development cycle of the BI SDLC.
- Co-ordination of different teams within the Business Intelligence space in order to meet business requirements.
- Collaboration with IT infrastructure teams to plan and implement BI solutions.

*Daily Operations*

- Technical systems analysis and data warehouse design for reporting solutions.
- Managing adherence to business SLA and OLA on production issues and reporting to ITS Service Management team for violations.
- Providing detailed analysis and recommendations for issue resolution; coordinating with technical teams towards effective resolution of production issues.
- Escalation point for reporting development activities, environment maintenance and system administration.
- Change planning and management within the BI environment.

*Management*

- Managing relationship with the company's primary client, Woolworths, one of SA's largest retailers.
- Strategic input w.r.t team management, resource allocation and company scorecard.
- Feedback at director level on team's progress towards achieving personal development goals.

**Systems Engineer, S1 Corporation**

May, 2009 — May, 2011

*Cape Town, South Africa*

- Database application support, incident management and tracking to ensure SLA with client is maintained.
- Working with international clients and developer teams across time zones.
- Detailed analysis of system issues using tools such as SQL Profiler, Windows Performance Monitor, etc.
- T-SQL scripting to query and update database contents.
- Providing detailed analysis and recommendations for issue resolution to internal development teams.
- Providing workarounds to clients, while coordinating the delivery of permanent solutions with internal development teams.

*Achievements*

- Spent 1 month on assignment in Dubai, providing on- and off-site support to clients in the Middle-East region.
- Spent 1 month on the Realtime Performance Lab project which involved stress-testing, performance monitoring and upgrading Postilion applications in a simulated banking environment. Responsibilities included change control management, technical analysis of performance issues; issue tracking and resolution prior to application release to live environments.

*FEEL FREE TO CONTACT ME FOR A MORE DETAILED C.V. WITH REFERENCES.*