



Sonny Tadjer

Technology Lead

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Curriculum Vitae

2021 - Now

UNTIL - *Technology Lead*

Infrastructure Leadership: As the first full-time employee, built and managed UNTIL's entire infrastructure, supporting a growing team of 50+ employees. Oversaw club openings and the digital product infrastructure, ensuring scalability and reliability.

Development Team Leadership: Assembled and led a 3-person development team to design and deliver a bespoke booking system on AWS and NextJS, addressing business-specific needs.

Building the Data Stack: Created UNTIL's complete data stack, transitioning from no analytics capabilities to a streamlined system with Fivetran, dbt, Snowflake, and Tableau.

Analytics & Insights: Introduced company-wide analytics, designed dashboards tailored to departmental needs, and trained stakeholders to use Tableau and Quicksight Q. Simplified workflows as a one-person analytics team, providing actionable insights efficiently.

Migration Projects: Migrated analytics infrastructure from Redshift, AWS Kinesis, and Quicksight to the more efficient stack of Fivetran, dbt, Snowflake, and Tableau.

Integration Expertise: Managed data connectors with tools like Make, Zapier, and Census. Implemented reverse ETL using Hightouch to sync Snowflake data with platforms like Stripe and Hubspot, enhancing operational efficiency.

AI & Innovation: Delivered AI solutions and developed Retrieval-Augmented Generation (RAG), leveraging tools like VectorShift to combine database querying with AI for enhanced solutions.

Developer Enablement: Supported developers in adopting AI-powered tools like Copilot, fostering productivity and innovation across teams.

Security Measures: Designed and implemented robust security measures, ensuring compliance and scalability for club openings and digital products.

Stakeholder Collaboration: Worked closely with internal stakeholders to gather feedback, refine user stories, and deliver solutions that meet business needs.

2021 - 2022

ReachX - *Solution Architect*

Infrastructure Migration: Successfully migrated the entire infrastructure from a traditional virtual machine provider to AWS Elastic Beanstalk, leveraging CloudFormation for infrastructure as code.

Database Modernisation: Migrated a monolithic application hosted on a Linux server to a cloud-native architecture, including transitioning the database to Amazon RDS for enhanced scalability and reliability.

Automation & CI/CD: Automated deployment pipelines using AWS CodePipeline and CodeCommit, streamlining the software release process and reducing deployment times.

Serverless Architecture: Implemented AWS Lambda functions and CloudEvent Bridge to enable event-driven architecture and improve system responsiveness.

Cloud Optimisation: Transformed a legacy system into a fully AWS-integrated solution, achieving improved performance, scalability, and operational efficiency.

2018 - 2021

Sky - *Lead DevOps*

Leadership & Mentorship: Led a team of two DevOps professionals, mentoring junior engineers and developers in AWS technologies. Supported their growth while managing key deliverables for Sky Q, a flagship service praised for its innovative features.

CI/CD Implementation: Designed and developed a comprehensive CI/CD pipeline using AWS CodePipeline, CodeBuild, and GitHub, enabling efficient deployments for voice recognition applications and other services.

AWS Expertise: Architected the database infrastructure with Amazon RDS and DynamoDB, leveraging AWS SageMaker for analytics to enhance true/false positive identification accuracy in voice recognition systems.

Serverless Solutions: Collaborated with backend engineers to build Lambda backends for API Gateway, managing API Gateway design with Swagger and developing Python and Node.js Lambda functions.

Dynamic Infrastructure: Rewrote CloudFormation stacks to be fully dynamic, deployed with Ansible, ensuring adaptability and ease of management. Utilised Terraform modules for infrastructure backups.

Static Website Hosting: Implemented AWS SAM models and CloudFormation to host static websites behind CloudFront, streamlining deployment processes.

Cognito Integration: Managed Cognito user pools for authentication and authorisation across applications, ensuring secure and scalable solutions.

Stakeholder Collaboration: Worked closely with stakeholders to gather requirements, manage project timelines, and deliver solutions aligned with business objectives.

Automation & Optimisation: Designed Python scripts for automation and optimisation of infrastructure processes, improving operational efficiency.

2018 - 2019

Carlsberg - *Senior DevOps*

Scalable Data Integration: Designed and implemented a data pipeline using AWS Lambda and Kinesis Firehose to standardise and integrate unstructured global data.

Real-Time Processing: Enabled real-time ingestion and seamless updates to production databases, driving Carlsberg's digital transformation.

Global Collaboration: Partnered with international teams to meet diverse requirements and ensure compliance with global data regulations.

Performance Optimisation: Enhanced pipeline efficiency to handle high data volumes, ensuring reliability across Carlsberg's global operations.

2018 - 2021

Business 4.0 - *DevOps*

Infrastructure Automation & Optimisation: Automated AWS infrastructure with CloudFormation, Terraform, and Ansible while optimising costs, reducing waste, and improving scalability.

System Modernisation: Migrated Aurora to RavenDB clusters, implemented CI/CD pipelines with Jenkins and Octopus, and streamlined deployments using Powershell and Python.

Leadership & Strategic Initiatives: Designed mobile platform strategies, managed team onboarding, and introduced tools like Zendesk, Okta, and Jamf for enhanced operational efficiency and security.

2018 - 2021

Orange - *Presales Architect*

Solution Design & Strategy: Designed tailored software and database solutions, aligning with customer needs and business objectives.

Cost Management & Negotiation: Managed budgets and negotiated with partners to deliver cost-effective, high-quality solutions.

Client Engagement: Led planning meetings, presented solutions, and authored comprehensive business proposals to secure client buy-in.