

# Christopher Amor B.A (Hons)

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## Personal Details

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## Career profile

Having gained experience of the power of data and analytics in data focused roles at the start of my career and studying data technology, analytics, statistics & AI during my degree, I developed a passion for data and analytics and the role they play in driving business performance.

On completing my studies, I sought out roles which would allow me to transfer my existing skills and leadership experience into a dynamic high growth ecommerce retailer, joining VictoriaPlum.com to lead the development of their data, business intelligence and analytics capability.

Following strong growth and subsequent sale to private equity, I joined WM Morrison Supermarkets to lead the data, analytics and insight function within their newly created ecommerce home delivery function, moving on to lead the group wide technology data team with 30 permanent and 90 outsourced colleagues delivering operational transformation, business intelligence, cloud data warehouse migration and machine learning initiatives (£6m annual capex) and supporting run services across data platforms, business intelligence and ML operations (£2.5m annual opex).

Having 8 years experience in retail, I took the decision to experience a new sector with a new challenge, joining Street Group in July 2020, a high growth innovator in the proptech market, leading the data applications team to build an industry first AI driven data product for the estate agency market.

I have a strong commercial and strategic performance mindset with a focus on delivering commercially valuable end to end capability, transforming technical infrastructure with modern platforms and data tooling and in developing high performing, highly engaged, agile, autonomous teams.

I have significant experience working with senior stakeholders at c-suite level to translate strategy into technology deliverables and influencing the adoption of a data driven mindset and evidence based approach to planning and decision making across the organisation and the strong technical credibility and experience required to lead technical colleagues.

## Education & Professional Qualifications

- 2021 - Google Cloud Certified Professional Data Engineer
- 2019 - SCRUM.org Professional Product Owner
- 2009 – 2012 York St John University
  - B.A (Hons) Business Management - First Class Honours
- 1999 – 2001 Fulford Sixth Form College, York

- A-Level – Design & Technology
- A-Level – Geology
- A-Level – General Studies
- 1994 – 1999 Fulford Comprehensive School, York
  - 9 GCSE's Grade A to C including Maths and English

## Technical skill set

- Proficient, up to date and regular development work in Python, Go & Typescript
- Occasional PHP and Java
- Broad database knowledge across SQL and NoSQL databases with deep and regular use of Google Big Query, MySql, Postgres, Elasticsearch, Meilisearch and AWS DynamoDB
- Extensive data pipeline development in Airflow and Argo Workflows
- Stream data processing, mainly Apache Beam with some Apache Spark
- Terraform, Circle CI and Argo CD for IaC and CI/CD
- Web application frameworks; regular NextJS with some Laravel & Django
- Extensive cloud experience across AWS & GCP
- Kubernetes set up, security & administration

## Employment History

- **July 2021 to present**  
**Street Group - Head of Data Applications**
  - Own the delivery of an industry first data and AI driven product for the UK estate agency market (launched March 2022). Build and operate all data applications and APIs supplying property data to the group's marketing and CRM platforms. Design and build CRM migration solution for onboarding client data from competitor CRM platforms.
  - Lead the growth of the data team, embedding agile, product focused delivery mindset and the technical direction of data products.
  - Develop the data capability to support continued rapid growth by embedding data, tooling and literacy across the technical and commercial teams.
- **June 2018 to July 2021**  
**WM Morrison Supermarkets PLC – Senior Technology Manager – Data Products**
  - Leading the delivery of data platforms, data processing, business intelligence & AI capabilities to support the Morrisons group (retail, wholesale, manufacturing, wholesale & ecommerce)
  - Responsibility for business analysis & assurance, data infrastructure & architecture and product development, ensuring the delivery of high quality & cost-effective data products, developing and delivering the strategic data stack plan and leading the migration to cloud.
  - Significant achievements include the design and implementation of a cloud data warehouse and analytics platform delivering insight 10x faster than legacy tools and leading delivery of real time sales data processing of 8 billion annual item sales enabling trading and stock decision making up to 24hours earlier. I have also led the adoption of agile development practices (Scrum) for project delivery and modernising development practices through CI/CD and test automation reducing typical delivery times by 50%.
- **August 2016 to December 2018**  
**WM Morrison Supermarkets PLC – Senior Online Manager – Data, Analytics & Insight**
  - Owning the data capability and building an analytics & insight function to support the growth of the ecommerce and digital business across trading and operational analysis, web and

digital customer journey, customer and marketing performance and qualitative customer research.

- Demonstrated strong capability for recruiting and building a high performing team and developing strategic analytics and insight plans, building data systems, data modelling and people capability needed to deliver ambitious commercial objectives, growing Morrisons online from start-up to £500 million of annual sales within 5 years.
  - Key achievements from this role were the development of customer and product data modelling enabling the targeted optimisation and automation of marketing and trading decisions (customer acquisition and lapse prevention, behavioural campaign triggers, range and promotion optimisation) and leading the migration from on-premise data architecture (Oracle) to a cloud data platform (Google Cloud Platform) delivering transformational analytics and data modelling capability.
- **January 2014 to July 2016**  
**VictoriaPlum.com – Head of Data, Analytics & Insight**
    - Developing data strategy, building and leading the data, analytics and insight function to deliver the data technology platform and analytical capability to drive performance in marketing attribution, ROI measurement, ecommerce conversion optimisation, operations and logistics performance.
    - Developed strong technical skills in data and analytics including RDBMS (MySQL, Postgres, MSSQL) and NoSQL (Redis, Elastic Search, Influx), advanced digital analytics including technical deployment, marketing ROI measurement and statistical analysis.
    - Key achievements include the selection and development of a cloud data platform (Google Cloud Platform), migration from legacy data stack and implementation of AI based marketing attribution solution (Visual IQ) , delivering 20% marketing ROI efficiency and increasing website conversion by 15% delivering 50% YOY revenue growth.
  - **September 2010 to December 2013**  
**Aviva UK Life – Operations Manager**
    - Leading a team of 28 direct reports with operational oversight and relationship management responsibility for process operations of offshore partner resource (100+ fte).
    - Development of a data driven customer experience improvement framework to track end to end customer interaction metrics and provide the insight and analysis to identify and implement opportunities to reduce processing times and wasted customer / colleague effort.
    - Key achievements in this role were a significant improvement in customer service through process and technical change, reducing the proportion of customer calls following up a previous request from 40% to <1%, significantly improved customer net promoter score, 50% reduction in the cost to service customers on key processes and a 10% increase in employee engagement for my direct reports.
  - **September 2008 - September 2010**  
**Aviva UK Life – Process analyst and insight consultant**
    - Supporting the operations function by developing data capture solutions and analysis to generate key insights and identify development opportunities.
    - Key achievements include the design and implementation of a process data gathering system delivering significant cost and service improvements and the identification and implementation of changes delivering a 3x reduction in cost and time to serve customers.
  - **June 2004 – September 2008**  
**Aviva UK Life – Customer Relations Manager**

- Investigating and resolving customer and financial adviser complaints across a full range of investment and insurance products including responding on behalf of senior management.
- **September 2001 – June 2004**  
**Aviva UK Life – Customer Services Representative**