

SURAJ SHETTY

Data Engineering & Platform Lead · Architect · Data & AI

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PROFILE

Data engineering lead and platform owner with 7.5+ years of experience, who designed, built and runs the entire backend of a multi-tenant analytics data platform end to end. I joined Firehawk Analytics at inception and took the platform from the ground up, architecting the AWS infrastructure, data lakehouse, pipelines and reporting layer, and owning every technology, licensing and budget decision since. My strengths are deep end-to-end ownership, sound architectural judgement and a commercial view of technology, balancing what is technically right with what creates value for the business.

EXPERTISE

- Data Platform Architecture
- SQL & Database Administration
- Team Leadership & Mentoring
- Data Engineering & ETL / ELT
- Databricks & dbt Lakehouse
- Technical Consulting
- AWS Cloud Architecture
- AI / LLM Integration
- Roadmap & Delivery Ownership

TECHNICAL SKILLS

AWS Cloud

EC2, ECS Fargate, S3, Lambda, Bedrock, VPC, Cognito, CodePipeline, Control Tower, Cost Explorer, Billing

Lakehouse & ETL

Databricks, dbt, Snowflake, SSIS, Informatica PowerCenter, CData, Fivetran, Stitch, 100+ custom API integrations

Databases

MS SQL Server 2017/2019 (DBA), MySQL, MongoDB, Supabase

Languages

SQL (7+ yrs), Python, C#

AI / LLM

Anthropic Claude, OpenAI, Google Gemini, AWS Bedrock, NLP pipelines, Claude Code

BI & Visualisation

Tableau (admin), Power BI, Klipfolio, custom HTML/JS dashboards

Auth & Identity

Microsoft SSO, OAuth, AWS Cognito, Auth0

Tools

Docker, GitHub, VS Code, Asana, Jira, Monday.com, Canva

EXPERIENCE

Firehawk Analytics Melbourne

Nov 2020 to Present

Data Engineer & Platform Lead

Firehawk Analytics is a Melbourne based analytics data platform providing full stack BI and data solutions to medium and enterprise businesses.

- **Architected and built the complete backend from scratch**, the data lakehouse, 100+ ETL and API integrations, reporting layer and AWS cloud infrastructure, as the sole backend engineer in the early years, and still own all technology, platform selection, licensing and budget decisions today.
- **Led the AWS Modernisation programme**, moving to a multi account Control Tower architecture with centralised billing, which cut infrastructure costs by half. Directed the external delivery partner and owned the data and Tableau server migration end to end.
- **Built and operate 100+ ETL pipelines and API integrations** across 26 databases, 100+ schemas and 1,800+ tables, with per client data isolation for security, and designed a metadata driven smart ETL engine that cut client onboarding time by 85%.
- **Currently leading the migration to a Databricks and dbt lakehouse**, moving off a legacy SQL Server, CData and SSIS stack to a modern, version controlled, medallion layered architecture. I built the business case, presented it to leadership, and am migrating clients hands on.
- **Led AI and LLM integration** across OpenAI, Claude, Gemini and AWS Bedrock, including natural language data querying, vector database search, sentiment and NPS pipelines, and an AI powered dashboard framework. I adopted AI early, in 2021, and standardised AI assisted development across the team through a shared Claude Code skill library, taking feature delivery from months to weeks.

- **Owned the MS SQL Server data warehouse as DBA**, covering SSIS, SQL Agent, stored procedures, performance tuning and automated maintenance, and managed Tableau Server hosting, upgrades and licensing.
- **Built a finance product over 6+ years on the Xero API**, with custom ledger groupings, budget tracking, P&L and Balance Sheet reporting, and an automated billing pipeline pushing 9,000+ transactions per month, replacing days of manual client work.
- **Built Firehawk Lite, a self serve onboarding platform** where clients sign up, connect their own integrations, and receive auto-generated dashboards and mailouts, eliminating manual onboarding entirely.
- **Lead the data engineering team**, having hired and mentored junior engineers from graduate level to independent delivery, and own the product roadmap, prioritisation and release scheduling. Advise client technology leaders on their data architecture, and managed the R&D grant process for 4 consecutive years.

Accenture Bangalore

Jan 2017 to Oct 2018

Data Engineer Client: The Walt Disney Company

- **Completed Accenture's Green Field Data Engineering programme**, training to enterprise delivery standards before being deployed to the client.
- **Built ETL solutions in Informatica PowerCenter** for large scale reporting and analytics across Walt Disney data, designing mappings and sessions across multiple sources and working directly with client stakeholders in agile sprints.
- **Developed an automation tool** that saved 80% of migration time on large data moves, earning a client appreciation award from Walt Disney.
- **Delivered all projects on time with zero defects** and authored the technical and design documentation the wider team adopted as its reference.

THINGS I'VE BUILT

A selection of what I have designed and shipped. *For full details visit surajpshetty.com.*

Multi-Client Data Platform Platform · Data Engineering · AWS

Designed and built an end-to-end multi-tenant analytics data platform from scratch, powering BI and data capability for dozens of clients across multiple industries.

AI-Powered Dashboard Framework AI/LLM · Product

A framework that generates client BI dashboards from natural-language prompts, cutting build time from a week to two hours.

Smart ETL Engine Data Engineering · ETL · Automation

A metadata-driven ingestion engine that automated client onboarding and cut onboarding time by 85%.

Self-Serve Onboarding Platform Product · SaaS · Automation

A self-serve experience where clients sign up, connect integrations, and get dashboards and mailouts generated automatically.

AWS Modernisation Programme Cloud Architecture · AWS · Cost Optimisation

Led the move to a multi-account AWS architecture, cutting infrastructure costs in half.

Databricks & dbt Lakehouse Migration Data Engineering · Databricks · dbt

Leading the migration of the data platform from a legacy stack to a modern Databricks and dbt lakehouse. (In progress.)

Xero Finance Automation Data Engineering · Fintech · Automation

A finance and billing product built over six years on the Xero API, automating ledger groupings, budgets and reporting, and pushing 9,000+ transactions a month.

EDUCATION & INDUSTRIES

EDUCATION

Master of Engineering (Professional)

Deakin University · Distinction · 2018 to 2020

Bachelor of Engineering (IT)

DSCE, Bangalore · Distinction · 2012 to 2016

INDUSTRIES

Allied Health · Healthcare · HR · Fintech · Media · Consumer · Food Manufacturing · Tech SaaS · Surf Technology