



# REGAN-JOHN DANIELS

PRINCIPAL DATA ARCHITECT & TECHNICAL LEAD | [WEBSITE](#)  
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## ABOUT ME

I build the systems that early- and growth-stage companies run on.

My strength is designing end-to-end architectures – ingestion, modelling, warehousing, analytics, security, cost control – that are shaped around the unique business context and operational reality

I operate like an internal founder: working from first principles, aligning with strategy, and delivering scalable systems that accelerate execution.

## SKILLS

- Data Architecture
- Data Engineering
- Data Infrastructure
- AWS
- Data Modelling

## EXPERIENCE

### PRINCIPAL DATA ARCHITECT & TECHNICAL LEAD (FOUNDING ENGINEER) • SLANT RESEARCH • OCT 2024 – PRESENT

- **Founded and led the data engineering function**, architecting the entire data platform from first principles and establishing the technical foundations that the business operates on.
- **Designed and implemented the end-to-end data architecture** - ingestion, modelling, warehousing, orchestration, authentication, observability across AWS (S3, Lambda, EC2, Redshift RA3, Athena, EventBridge).
- **Built a fully automated, ETL framework** capable of ingesting diverse third-party and internal datasets, reducing operational load and enabling scalable client onboarding.
- **Developed a high-accuracy categorisation engine** leveraging Python, AWS, and custom rule/ML components, enabling customer insights and internal analytics critical for product and commercial operations.
- **Owned the data warehouse design and governance** including schema design, versioned migrations, change management, data quality frameworks, and analytics-ready modelling for dashboards and client-facing products.
- **Implemented AI-led efficiency initiatives**, including LLM-enabled workflow automation, documentation generation, knowledge extraction, and internal tooling enhancements that significantly improved team productivity and reduced manual data-operations overhead.
- **Created resilient batch-processing and orchestration systems** with robust retry logic, dead-lettering, comprehensive logging, and automated data recovery - significantly reducing operational failures.



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- **Implemented infrastructure automation and DevOps practices**, introducing structured GitHub repositories, environment-based deployments, modularised codebases, and reusable internal packages.
- **Defined and enforced data governance and security standards**, including IAM least-privilege patterns, cross-account access isolation, structured logging, and compliance-aligned data handling.
- **Collaborated directly with founders and stakeholders** to translate business priorities into data and platform roadmaps, aligning technical decisions with product, commercial, and operational objectives.
- **Acted as an internal founder**, taking ownership beyond engineering - stabilising operations, improving cost efficiency, and enabling the company to scale its analytical capabilities with minimal technical debt.

#### DATA ARCHITECT • REVEAL • JAN 2024 – SEPT 2024

- Designing Data Architecture: Develop and implement the overall data architecture strategy, including data models, database designs, and data flow processes, to ensure efficient data management and accessibility.
- Ensuring Data Integrity and Quality: Establish and enforce data governance practices, including data validation, cleansing, and transformation processes, to maintain high standards of data integrity and quality across the organization.
- Optimizing Data Storage Solutions: Evaluate, select, and optimize data storage technologies (e.g., databases, data warehouses, data lakes) to ensure scalability, performance, and cost-effectiveness.
- Collaborating with Stakeholders: Work closely with business leaders, data engineers, analysts, and other stakeholders to align data architecture with business requirements and support decision-making processes.
- Integrating Diverse Data Sources: Design and manage the integration of data from various sources (e.g., internal systems, external APIs, third-party databases) to create a unified and consistent data environment for analysis and reporting.

## BUSINESS ANALYST • 22SEVEN INSIGHTS • JUN 2023 – DEC 2023

- Analysing existing workflows, systems, and data to recommend solutions that enhance efficiency, productivity, and profitability.
- Managing end-to-end data projects; for example, migration of all ETL and 'categorisation' processes from the parent company to our new entity after we split.
- Designing and implementing the ETL workflow to incorporate new datasets into our existing workflows.
- Designing, implementing and maintaining the data warehousing environment we use for all data operations.
- Designing, implementing and maintaining the GitHub environment supporting our data operations.
- Understanding the business objectives, gathering requirements, and identifying opportunities for process improvement and optimisation.
- Designing and implementing business development projects that facilitate client satisfaction and product development.
- Understanding client interests to design appropriate data analysis projects.

## DATA ANALYST • 22SEVEN INSIGHTS • APR 2022 – PRESENT

- Understanding the business environment and drivers to best serve client needs.
- Owned the process for developing and implementing migration of client-facing dashboards from static Excel-based dashboards to dynamic cloud-based dashboards
- Analysing transactional data to identify trends and extract useful insights
- Owning the operational processes of the client-facing functionality
- Employing SQL queries to extract specific datasets and calculate key metrics
- Conceptualising, architecting and implementing data pipelines to support key business functions
- Working with clients on niche ad-hoc projects to provide unique insights into their market using a data-approach
- Extensive use of data engineering skills and concepts

## **BUSINESS OPERATIONS ANALYST • DATAORBIS • JAN 2021 – MARCH 2022**

- Identifying operational inefficiencies
- Employing SQL queries to verify data integrity and accuracy
- Developing R Scripts to automate the data pipeline

## **PROJECTS DATA ANALYST • DATAORBIS • SEPT 2020 – DEC 2020**

- Analysing, cleaning and compiling data
- Identified software and processes for expediting the data cleaning process

## **PRODUCTION COORDINATOR • FREELANCE – FILM INDUSTRY • JAN 2017 – DEC 2018**

- Responsible for coordinating the production of television commercials
- Managed 1 – 4 production assistants

## **OFFICE PRODUCTION ASSISTANT • FREELANCE – FILM INDUSTRY • OCT 2016 – DEC 2016**

- Performed various office administrative tasks to ensure the office functioned smoothly

## **EDUCATION**

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### **BA ECONOMICS/PSYCHOLOGY • 2022 (IN PROGRESS) • UNISA**

Pursued with the aim of understanding economic drivers behind human behaviour.

Completion of statistics modules enables the incorporation of quantitative methodologies.

### **BA FILM PRODUCTION MANAGEMENT • 2019 • SAE INSTITUTE**

Developed skills aimed at planning and overseeing film productions to ensure timeous completion within budget.

## **ADDITIONAL CERTIFICATIONS**

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- AWS Certified Solutions Architect: Associate; [Certificate](#)
- HashiCorp Certified: Terraform Associate; [Certificate](#)



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- AWS Certified AI Practitioner; [Certificate](#)
- AWS Certified Cloud Practitioner; [Certificate](#)
- McKinsey.org Forward Program; [Certificate](#)
- Business Analysis: Key Definitions & Strategy Analysis: [Certificate](#)
- Advanced Business Analysis: Elicitation & Analysis: [Certificate](#)
- Data Camp – R Programmer – Sept 2021  
**View Certificate:** [R Programmer Certificate](#)
- Data Camp – R Data Scientist – Jan 2021  
**View Certificate:** [R Data Scientist Certificate](#)
- LinkedIn Learning - Understanding GDPR and Data Privacy – Jan 2021  
**View Certificate:** [GDPR and Data Privacy Certificate](#)
- Alison – Introduction to Data Science – 88% - Jan 2020
- Lynda.com – Advanced Excel – September 2019
- Lynda.com – Excel for Data Science – October 2019

## REFERENCES

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**JIKKU JOSEPH • DRAGONFLY BY MOMENTUM • MANAGING DIRECTOR**  
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