

Omar Al-Jadda

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Experience

Udemy, Inc. San Francisco, CA **Staff Data Engineer** Jan 2023 – Present

Key Achievements:

- Designed and implemented data solutions to support internal and external reporting, as well as AI applications, utilizing DBT, Databricks, Apache Spark, Redshift, and AWS services, effectively addressing business needs and requirements
- Promoted data-driven decision-making by developing and deploying advanced analytics and BI solutions using Looker and Tableau, empowering stakeholders with actionable insights
- Collaborated closely with Udemy for Business (B2B) to create comprehensive reporting and analytics solutions, seamlessly integrating Salesforce data to inform business strategy and drive growth

Technical Expertise:

- Data Engineering: DBT, Databricks, Apache Spark, Redshift, AWS services
- Analytics and BI: Looker, Tableau
- CRM Integration: Salesforce

Coursera, Inc. Mountain View, CA **Senior Data Engineer** Nov 2018 – Jan 2023

Key Achievements:

- Designed and implemented a layered data lake architecture, integrating raw source data, conformed data, and machine learning feature-sets for various applications.
- Led the deployment of S3 architecture using Terraform and introduced Airflow + DBT to the data lake architecture, streamlining data ingestion and ELT processes.
- Developed and contributed to the Apache Airflow project, creating a Google Sheets Hook for seamless data transfer.
- Architected and developed the Financial Reporting System (FRS) and Revenue Recognition Pipeline, ensuring accurate revenue recognition and partner revenue sharing.
- Successfully integrated and ingested acquired company data (Rhyme) into the new data lake and reporting infrastructure, utilizing ELT patterns and data pipelines.
- Contributed to back-end development for a web application, designing and implementing a Java-based backend architecture with GraphQL APIs (sample code).

Technical Expertise:

- Programming languages: SQL, Python, Java
- Data technologies: Databricks, Airflow, DBT, Redshift, RDS (MySQL and Postgres), Looker
- Cloud platforms: AWS
- DevOps tools: Docker, Jenkins, GitHub actions, Terraform

Enjoy, Inc. Menlo Park, CA **Data Engineer** April 2016 - Nov 2018

Key Achievements:

- Conceptualized and developed data insights solutions, empowering business partners and internal teams to make data-driven decisions.
- Pioneered simulation-based forecasting, predicting "Expert" travel times and optimizing delivery capacity planning.
- Spearheaded the deployment of a real-time inventory management solution, ensuring accurate auditing and tracking of warehouse inventory.
- Spearheaded ETL, data warehousing, and BI solution implementation using Tableau, streamlining operations and logistics planning.

Technical Expertise:

- Data engineering: ETL, data warehousing
- Analytics and BI: Tableau
- Operations and logistics planning

Kno, Inc. (acq'd by Intel, Inc) Santa Clara, CA **Product Manager** Feb 2012 - May 2015

Key Achievements:

- Developed and launched a data analytics product (Insights) from inception to production, cited as a top reason for Intel's acquisition
- Built and promoted a data analytics capability, enabling sales and marketing to drive customer adoption
- Improved product development with data science, KPIs, and dashboards, optimizing product/marketing metrics through experimentation

Technical Expertise:

- Data Analytics: QlikView, Microstrategy, Tableau, MySQL, ETL
- Programming: Python, Ruby, JavaScript
- Product Development: Rally, Balsamiq

Cisco Systems, Inc. San Jose, CA **Operations Specialist** Aug 2007 - Jan 2012

Key Achievements:

- Analyzed data to identify opportunities, saving millions annually through packaging design improvements
- Eliminated 4 million pounds of material waste in the supply chain
- Led a strategic sourcing project, achieving quarterly savings of over \$2 million
- Successfully implemented process improvements, applying Lean and Six Sigma principles

Technical Expertise:

- Proficient in: Tableau, Oracle ERP, Kinaxis
- Business acumen: Lean, Six Sigma

Apple, Inc. Cupertino, CA **Business Analyst** Jun 2006 - Aug 2007

Key Achievements:

- Analyzed and optimized RFQ process, achieving millions in cost reductions and boosting profitability
- Developed and implemented a proprietary resource planning system (ERP), automating processes and improving supply chain efficiency

Technical Expertise:

- ERP system development and implementation
- Data analysis and process optimization

Education

Duke University, Durham, NC BSE Electrical Engineering & BS Economics 2002 - 2006

Villanova University, Philadelphia, PA Master Certificate in Six Sigma Aug 2009

Skills & Interests

Technical:

- Automating data pipelines with AI
- Natural language querying and reporting with LLM

Interests:

- AYSO Volunteer Soccer Coach (3+ years)
- USTA 4.0 Tennis Player