Menno Hamburg

(Hands-On) Azure Data & Analytics Architect

Details

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The Netherlands

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Email

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Nationality

Dutch

Languages

Dutch

● ● ● ● ●

English

● ● ● ● ○

Links

[LinkedIn](#)

[Github](#)

Skills

Hands on

Leadership and Teamwork

Flexibility and Adaptability

Profile

Menno is a passionate, well-organized and ambitious consultant who likes to contribute in a positive and well-thought-out manner. Menno's preferred projects are both high impact and under high pressure. With a background in both IT as well as management, Menno excels by leveraging both disciplines in delivering a technical sound as well as an economically viable solution. Experienced in delivering innovative solutions using cutting edge technologies in a highly uncertain environment, Menno has first-hand experience in thinking big, starting small and applying validated learning to iteratively realize solutions that deliver true value. Menno is curious and continues to seek out and share knowledge on new technologies, methodologies and best-practices.

Technical overview:

- Hub&Spoke / Data Mesh Architecture (2020-present, 5 years)
- Azure Databricks (Architect + Data Engineer) (2019-present, 6 years)
- Azure Data Factory v2 (2018-present, 7 years)
- Azure Cloud (2015-present, 10 years)
- Azure Synapse (Serverless + Workspace) (2021-2024, 3 years)

- .NET (Core) (2013-present, 12 years)
- Azure DevOps (2013-present, 12 years)
- SQL Server (2013-present, 12 years)
- Docker (2016-present, 9 years)
- Azure SQL DWH/Synapse Dedicated Pools (2018-2024, 6 years)
- ADLS (gen 1+2) (2018-present, 7 years)
- SSIS/SSAS (2013-2015, 3 years)
- Airbyte (2021-present, 4 years)
- Microsoft Fabric (courses, labs, designs and POC's only)

Ideal role(s):

- *Azure Data Architect* - create a roadmap, principles and blueprint for our data stack
- *Solutions Engineer* - we don't know what Azure can offer us (greenfield, PoC)
- *Azure Data Engineering Lead* - help me get the most out of our engineering team(s)

Availability:

- Days per week: Mo-Fr
- Preferably remote

Education

Nyenrode, MSc International Management

2012 — 2013   ◦ Breukelen

Nyenrode Scholarship, Chairman CDV (Collegie tot de digitale vooruitgang)

Hogeschool Inholland, Bachelor Business & IT Management

2008 — 2012   ◦ Alkmaar

Project History

(Research) Government grant - Lakehouse ABAC Proxy

Nov 2024 — Feb 2025

(Freelance) Data Architect / Solution Engineer, Menzis

Sep 2023 — Oct 2024   ◦ Wageningen

Helped one of the largest health-insurance company with their design, implementation and capabilities of using Azure Databricks and Unity Catalog. In a highly regulated environment, managed to implement different security guarantees to allow up to 16 new development teams to be onboarded in a hub and spoke architecture. Further extended the data ingestion framework written in PySpark.

Worked on/with: Azure Databricks, Unity Catalog, Azure DevOps, Data Mesh Architecture, Azure SQL Server, Collibra integration

(Freelance) Data Architect, InSpark

Jul 2022 — Dec 2023   ◦ Amstelveen

Helped accelerate the adoption and integration of the Oxygen/Nitrogen (InSpark's Azure Data Analytics Framework) at numerous clients (4) as Data Architect and Data Engineering lead. Next to hands-on developments, designed a Data Strategy canvas to help clients structure data initiatives.

Worked on/with: Azure Synapse, Azure DevOps, Data Mesh Architecture, Azure SQL Server, Azure Cloud (Infra), Terraform (IaC), Control/Data Plane Security Automation

Product Owner - Smart Data Platform, Macaw

Feb 2021 — Jul 2022   ⊙ Hoofddorp

The SDP (Smart Data Platform) is the one stop shop for data platforms which are rolled out at clients of Macaw. It contains, among other things, a data framework, an automated data integration layer, data validation framework, infrastructure as code, devops framework, guidelines and principles and best practices gathered by Macaw subject matter experts throughout the years. It is the raison d'etre for new projects and it is a differentiator in Macaw's value proposition. As the PO of this platform, which has been rolled out to over 20 clients and has about 250+ installments (data meshes included), Menno is responsible in defining its roadmap, future state architecture, innovation process, setting priorities, managing its stakeholders, budgeting and resource allocation and maintaining the backlog in a way that the development team can continue to add value to the platform and its clients. This position was fulfilled one day a week.

Data & Analytics Architect / Solution Engineer, Heineken (via Macaw)

May 2021 — Jul 2022   ⊙ Amsterdam

Being one of the largest beer brewery of the world, Heineken is a global company with global challenges. Due to the complexity of a global environment, the strategy of Heineken is to think global and act local. As is the data strategy of Heineken where a federated data mesh is created to cater to the needs of global functions as well as local operating companies, around the globe. Menno was responsible for the core competence team to develop the central platform (much like DIAL at ABN Amro) and distribute this platform to local solutions that could consume data and redistribute data products to the whole of the organization. Local solutions within Heineken had the ability to request a local installment of the platform and this solution is connected to the central data hub for easy on-boarding and redistribution of data.

Worked on/with: Azure Synapse, Azure DevOps, Jira, Data Mesh Architecture, Azure Databricks, Azure Data Factory, Azure SQL Server, Azure Cloud (Infra), Bicep (IaC), Control/Data Plane Security Automation

Data & Analytics Architect / Solution Engineer, ABN Amro (via Macaw)

2020 — 2021   ⊙ Amsterdam

At ABN Amro, among the largest banks in the Netherlands, Menno has helped with the realization of the core part of a new bank wide data analytics platform running on the Azure cloud (also known as DIAL, Data Integration and Access Layer). This included, among other things, creating architectural designs, introducing trunk based development, automated testing approach for databricks pipelines, coordinating new initiatives with a diverse set of stakeholders and increasing team velocity by applying lean principles. With a project size of roughly 130 FTE, this required a lot of stakeholder management, clear communication and goal setting. Menno helped PO's with setting up their roadmaps by pointing out technical and compliancy requirements before realizing new features. Implemented the use of so called devcontainers (Microsoft preview capability) to increase team development velocity by 62%. Next to the logical architecture also helped improve the technical architecture for how the platform was deployed on Azure.

Worked on/with: Azure Data Analytics Architecture, Azure Synapse, Lean Software Development, Azure DevOps, Governance (naming conventions, way of work, trunk based development, finops: cost management and reporting), Azure Data Factory, Azure DataBricks, Docker

Solution Engineer, Enza Zaden (via Macaw)

2019 — 2020   Alkmaar

Enza Zaden develops new vegetable varieties that are grown, sold and consumed all over the world. Enza was looking for a new and more technologically advanced way to analyze and present their data. Menno helped in realizing this ambition by helping with the set-up of Enza's new Data Platform on Azure, designing and developing a new data framework for automatically ingesting and maintaining new data sources and helped scale the development of data models used in Power BI reports. Enza has over 50 different databases that are required to ingest into their new Data Platform. With a limited team size, this is a real challenge for Enza. To lower the effort required to ingest a new source and maintaining all these sources, Menno introduced, designed and built an automated environment to manage the different sources within a so called Smart Data Platform. This allows Enza to focus on making use of the data, instead of the overhead of obtaining the data. In order to focus on end-user value, Menno helped implement Scrum and agile software development. This allows Enza to focus on adding value. As the new Data Platform is capable of more than just traditional reporting, Menno helped Enza to leverage their new environment for advanced analytics (Data Science) and BioInformatics (DNA research).

Worked on/with: Azure Data Analytics Architecture, Azure DevOps, Governance (naming conventions, way of work, gitflow, cost management and reporting), Azure Data Factory, Data Modeling, Azure DataBricks

Data & Analytics Consultant, DHD (via Macaw)

2019 — 2020   Utrecht

Hospitals are constantly improving the quality of care and optimizing their business operations. Within todays digital age, information is indispensable. The DHD (Dutch Hospital Data) foundation collects, manages and processes data from hospitals and UMCs. Menno helped DHD to make optimal use of their new Azure Data Analytics environment. As DHD was struggling to deliver new functionalities within time, budget and according to expected quality, Menno has helped DHD by implementing best-practices, simplifying the environment and initiated and coordinated a project to implement DevOps practices and processes.

Worked on/with: Azure Data Analytics Architecture, Azure DevOps, Naming Conventions, Azure Data Factory, Azure Synapse, Data Modeling

Data & Analytics Consultant, BinckBank (via Macaw)

2018 — 2019   Amsterdam

BinckBank is an online bank for investors and savers. BinckBank provides services for private customers, companies/legal entities, and independent asset managers. Menno designed numerous large dimensions by making use of SQL, Tabular model (in DAX) and Power BI. Since financial products, markets and transactions can be both very complex and exotic, Menno received positive feedback on applying his knowledge about the financial industry, seeking new information pro-actively and the delivered quality within a short timeframe.

Worked on/with: Azure Data Analytics Architecture, Data Modeling, Power BI, Tabular Model, DAX, Azure Data Factory, Azure Datawarehouse, Azure Data Lake Analytics

Founder / CEO, Quantler

2015 — 2018   Hoofddorp

Quantler is an ecosystem for creating, analyzing, sharing and running of decentralized and thematic based structured investment products (similar to ETFs). Quantler allows investors to automatically invest in themes, such as Self Driving Cars, Internet Of Things or companies that are trying to find a cure for cancer. As founder and CEO, Menno assembled an international team to realize the platform, pitched to investors (national and international) and successfully raised almost half a million Euro's, negotiated with several financial regulators due to the innovative nature of the solution and successfully challenged the applicability of the European legal framework (MiFid 2). Was given a grant by Microsoft, formally known as BizSpark, which included an allowance worth 100K EUR in Azure credits and therefore built the majority of the solution on Azure Cloud.

Worked on/with: Business and IT Architecture, Set-up a great international team of 6 FTE, Genetic Algorithms, Modular Algorithms, C#/.NET Core (Web API/console/services/SingalR), Roslyn, Blockchain, Ethereum/solidity, Nethereum, Rancher, microservices/docker, Azure Cloud, Distributed Computing, SQL Server, Data Analytics, Data Vault, Power BI, SSIS, In-Memory Analytics, Visual Paradigm (UML, ERD, BPMN), Strategy, Customer Development, Value Proposition Design, Pitching, AFM (legislative framework, MiFid 2)

BI Consultant, Gasunie (via Accenture)

2013 — 2015   ⦿ Groningen

Gasunie is a Dutch natural gas infrastructure and transportation company operating in the Netherlands and Germany. As Gasunie was working on a transition from SAP to Microsoft BI, Menno helped in describing and modeling new data products from source system to final report. As achievement Menno helped realize a BI solution for simulating price changes and analyzing revenue within regulatory boundaries (applying constraint theory), using SSIS and SSAS tabular models, which was delivered under budget and received positive customer feedback. Menno developed an automated testing framework, to speed up regression testing and reducing the lead time from backlog item to production by 15%.

Worked on/with: Data Modeling, Tabular Model, Power Pivot, DAX, Excel, Quantitative Modeling, Functional Designs, Customer Interviews, Assistant Project Manager, Quality Assurance

Open Source Contributions

UniLake

Oct 2024

Open source lakehouse platform

https://github.com/unilakehq/unilake

Airbyte - .NET CDK

2021 — Present

https://github.com/mrhamburg/airbyte.cdk.dotnet