ROBERT MIFSUD BONNICI

HEAD OF DATA · DATA STRATEGY & LEADERSHIP

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Data leader with over a decade of experience across iGaming and fintech, owning the full data function — strategy, team, platform and analytics. Sets and presents data strategy to C-level leadership, has built a data function from scratch, and leads multi-disciplinary teams of engineers, architects and BI specialists. Makes platform, vendor and build-vs-buy decisions with a strong focus on cost, and establishes self-service analytics on governed KPIs so the business decides on trusted data. Actively brings AI into data work, from natural-language analytics to AI-assisted development and agentic automation, with experience in regulated markets including Brazil and the Nordics.

PROFESSIONAL EXPERIENCE

Head of Data | KTO

2025 – Present

- Own the company's data strategy and roadmap, reviewed quarterly with the C-level and shared with all heads of department and the wider business to keep data priorities aligned with commercial goals.
- Lead a multi-disciplinary data team including a Data Lead, a Data Architect and Data Engineers, managing both directly and through the Data Lead.
- Inherited an established team and focused on retention and engagement; own performance reviews, development plans and promotions.
- Established the team's ways of working, including sprint planning, code reviews and a structured intake process for data requests from other teams.
- Accountable for data platform cloud costs; introduced a monthly AWS cost review that eliminated waste and significantly reduced spend within the first months, with no loss of performance.
- Lead build-vs-buy decisions — including building an in-house reconciliation tool, using AI-assisted development, that matches payment provider transactions against the player account platform.
- Own the AWS data platform (Redshift, DMS, Glue, Airflow) — architecture, governance, access control and reliability — combining batch processing with near-real-time replication for time-critical data.
- Oversee data integrations across CRM, player account platform, payment providers, sportsbook, affiliate management, KYC and regulatory reporting, with consistent schema and transformation standards.
- Established self-service analytics with governed KPI definitions and guardrails, giving the business a single trusted source of truth.
- Built Tableau dashboards to bring new datasets to the business, and support investigations into data anomalies to identify their root causes.
- Introduced AI-powered self-service analytics by building a Claude skill that turns business questions into Redshift queries, giving teams fast, accurate access to governed data.
- Used N8N, including agentic AI workflows, to build alerts and integrations quickly.
- Championed Infrastructure-as-Code, guiding the team to adopt Terraform for consistent, repeatable deployments.
- Drive data quality practices that keep pipelines reliable and auditable in Brazil's newly regulated market.

Head of Data | Weavr.io

2021 – 2025

- Defined and owned the data strategy and roadmap, reviewed quarterly with the C-level and shared across the company.
- Built the data function from scratch — defined the team structure and roles needed, and ran hiring end to end from job specification and screening to interviews and final selection.
- Led a cross-functional team of Data Engineers, a Data Product Owner and a BI Specialist, owning performance reviews, promotions and development plans.

- Established the team's operating model, including sprints, code reviews and an intake process for data requests from other teams.
- Selected Snowflake as the core data platform — enabling secure data sharing with B2B clients, and using separation of storage and compute to scale processing power while minimising cost.
- Accountable for data platform and tooling costs; managed vendor contract renewals and set contract lengths to secure the best commercial terms, and adopted open-source tools such as Apache NiFi where they fit.
- Designed and delivered a data warehouse on Snowflake, Apache NiFi and Apache Kafka, combining real-time streaming with frequent incremental batch loads.
- Built a secure Snowflake data sharing capability delivering governed data to B2B clients.
- Integrated the data warehouse with a third-party billing platform, automating usage and revenue data flows for financial reporting.
- Owned data visualisation, building curated datasets and dashboards in Metabase.
- Trained Metabase users across the business — on both the tool and the definitions behind each dataset — so teams could use data confidently and consistently.
- Built a self-service analytics culture on governed KPI definitions and a single source of truth, putting data at the centre of key business decisions.

Data Lead | Global Gaming

2018 – 2021

- Led the data team across Data Engineering and BI, owning performance reviews, promotions and development plans, and running end-to-end hiring for replacement roles.
- Owned the data architecture for a multi-brand iGaming operator across several Nordic markets, covering the player lifecycle, payments and sportsbook.
- Built real-time data pipelines on Snowflake and Kafka, bringing transactional, behavioural and event data together into a unified player view.
- Delivered operational and historical reporting in Tableau and Apache Superset, matching the tool to the complexity of each report, in partnership with product and commercial stakeholders.

Business Intelligence Specialist | NetRefer

2017 – 2018

- Led the redesign of the data warehouse on Azure, designing SSIS ETL processes and SSAS multidimensional cubes for strategic analytics.
- Co-created Performance Marketing Intelligence (PMI), an analytics product for B2B clients — shaped requirements, built the front end in Dundas, and delivered reporting in SQL, SSRS and Power BI.
- Designed a Cosmos DB document architecture for high-volume data and automated client onboarding with PowerShell.
- Set up cost-effective data archiving on Azure Data Lake.

BI Developer | Betclic

2016 – 2017

- Maintained and enhanced the data warehouse; developed and optimised high-volume reporting in a regulated gaming environment.

BI & Data Analysis Developer | Atlas Insurance PCC

2014 – 2016

- Maintained data warehouse infrastructure; designed and optimised reporting solutions in a regulated financial services environment.

CORE COMPETENCIES

Leadership & Strategy: Data Strategy & Roadmaps · Team Building & Hiring · Performance Management · C-Level Stakeholder Management · Build-vs-Buy Decisions · Cost Management · Vendor & Contract Management

Data Governance: Self-Service Analytics · KPI Definitions & Single Source of Truth · Data Quality · Access Control · Regulated Environments

AI & Automation: AI-Enabled Analytics · Agentic Workflows (N8N) · AI-Assisted Development

Platforms & Technology: Snowflake · Amazon Redshift · AWS (Glue, DMS) · Airflow · Apache Kafka · Apache NiFi · Tableau · Metabase · Apache Superset · Power BI · Microsoft SQL Server Stack

Industries: iGaming · Fintech & Payments · B2B Data Products

References available upon request