

BYRON FUNG

Vice President – Analytics Engineering

byron.fung@gmail.com | linkedin.com/in/byronfung | Toronto, ON, Canada

EXECUTIVE SUMMARY

Engineering Leader with 15+ years of experience building and leading analytics engineering, data platform, and analytics enablement teams across financial services, retail, and loyalty marketing. Expert in designing scalable data models, metrics layers, and analytics platforms on modern cloud stacks. Proven people leader who bridges engineering, analytics, and business stakeholders to deliver trusted, self-service data products at scale.

CORE COMPETENCIES

- Analytics Engineering Leadership & Team Development
- Metrics Layer / Semantic Modeling & Data Governance
- Analytics-Ready Data Modeling (Fact & Dimension Tables, Star Schemas)
- ELT / ETL Pipelines, Data Quality & Observability
- Self-Service Analytics Enablement
- Cloud Data Platforms & Lakehouse Architectures

PROFESSIONAL EXPERIENCE

Vice President, Analytics & Data Science — Forma.ai (2019 – Present)

- Built and led a globally distributed Analytics Engineering function supporting B2B customer operations
- Designed scalable analytics data models and metrics layers for sales performance and incentive compensation use cases
- Led implementation of Databricks and Fivetran, improving pipeline reliability, scalability, and developer velocity
- Established standards for data modeling, version control, testing, documentation, and analytics best practices
- Partnered with Product and Engineering to translate complex business logic into reusable, governed analytics assets
- Mentored managers and senior ICs, fostering a culture of ownership, quality, and platform thinking
- Operationalized AI-assisted development across the team (OpenAI Codex, GitHub Copilot), implementing standardized workflows, validation guardrails, and review practices to improve engineering throughput and code quality

Data Engineer (Analytics Platform) — LoyaltyOne / AIR MILES (2018 – 2019)

- Built analytics-ready data pipelines using Python and Spark on Databricks for largescale partner datasets
- Designed and implemented a Metrics Factory (semantic layer) standardizing KPIs across partners
- Enabled repeatable, reusable analytics by abstracting business logic into modular components
- Productized analytics for internal teams and external partners, including Promotion Effectiveness tooling
- Optimized Spark workloads using bucketing, skew join optimization, and performance tuning

Senior Data Analyst / Analytics Engineering Lead — Rubikloud Technologies (2016 – 2018)

- Led analytics engineering efforts for retail clients, bridging data engineering, data science, and business teams
- Designed retail analytics data models translating promotions, pricing, and forecasting logic into reusable schemas
- Mentored junior analysts and introduced engineering best practices for SQL, validation, and documentation
- Operationalized machine learning outputs into analytics-ready tables for downstream reporting and decision-making

EDUCATION

Master of Management Analytics — Queen's University, Kingston, ON

Bachelor of Applied Science, Industrial Engineering — University of Toronto, Toronto, ON

CERTIFICATIONS

Certified Analytics Professional (CAP-Expert) – INFORMS

SAS Certified Predictive Modeler (Enterprise Miner)