ADRIAN VALACOS

Data & Solution Architect | Enterprise Data Strategy, Data Modelling & Governance

Melbourne, Australia | avalacos@gmail.com | linkedin.com/in/adrian-valacos-3a7973bb

SUMMARY

Technical data specialist with 13+ years across wealth management, banking and SaaS. Pairs product and strategic thinking with hands-on solution design and data modelling. Focused on data strategy, solution architecture, governance and AI, with team leadership experience.

KEY ACHIEVEMENTS

- **Member transaction history, rebuilt dollar for dollar.** Replicated Class's member transaction API endpoint (all member transactions per fund or member at any point in time) across 28 years of history: 2.65bn source rows aggregated into 75m transactions across 600,000 funds, 750,000 members and 1.5m member accounts, totalling $5.6tn in transaction value. Reconciled with 100% accuracy to the source API, with the full history rebuilding in 10.5 hours, and replaced the team's 600k API calls per quarter with 5 queries.
- **Private AI benchmarking platform.** Architected and delivered a privately hosted LLM application combining a custom retrieval layer, deterministic business logic, domain heuristics and guardrails, giving executives explainable natural-language analytics across 600,000 SMSF funds (~$400bn AUM) while minimising hallucinations.
- **Nextdraft.app.** Co-founded a live profile and recruitment platform for footballers in Australia and globally, a purpose-built alternative to Linktree and LinkedIn. Since launching in Feb 2026: 1,500+ players on the platform, dozens of club postings, and 12+ players placed at professional and academy-level clubs in Australia.

PROFESSIONAL EXPERIENCE

Co-Founder Feb 2026 – Present

Nextdraft.app

- Architected and built a real-time full-stack platform (Next.js, React, Convex reactive backend with ~125 tables, Clerk, Vercel) with role-based, multi-tenant access across six user types, parental controls for under-18 players, CI deployments and ~4,900 automated tests.
- Designed the platform's AI and data features: an explainable matching engine ranking players against club postings on ~10 weighted factors, LLM-generated player bios with prompt-injection safeguards, and a Python/OpenCV computer vision service that cuts match highlight reels.

Data Enablement Lead (Enterprise Technical Authority) Oct 2023 – Present

HUB24 Ltd

- Designed the enterprise data architecture and governance model, covering Medallion layers, master data, data quality assertions, lineage, dictionaries, testing and cost controls in a single warehouse, adopted across five analytics teams and embedded in quarterly PI planning and weekly CAB.
- Modelled a master customer and relationship dataset spanning 3 businesses, 9 brands and 24+ products, including a relationship network graph mapping professional dependencies for high-net-worth clients.
- Designed and built ML workflows for classification, segmentation, anomaly detection, forecasting and process mining, plus automated exception reporting that cut manual effort for accounting and support teams from ~12 days to under 2 days per month.
- Authored technical standards for data engineering, AI development and analytics, reducing platform complexity and technical debt across business units.
- Founded the Analytics Guild, lifting analytics capability, storytelling standards and adoption of emerging data and AI tools.

Head of Customer Analytics Apr 2021 – Oct 2023

Class Ltd (acquired by HUB24, 2022)

- Authored the enterprise data strategy and multi-year roadmap covering platform build, AI enablement, ISO27001 alignment and APRA/ASIC compliance.
- Co-architected the group data platform for analytics, ML and automation, and directed the Snowflake-to-Databricks migration consolidating 27bn+ rows from 12 systems.
- Built 14 data-driven nurture journeys across five products, generating ~30 incremental cross-sells and ~$12k in additional revenue per month.

- Managed a team of six analysts in a regulated financial services environment.

Insights Manager Feb 2018 – Dec 2020
Westpac Banking Corporation

- Developed predictive models for customer behaviour, dormancy and retention, informing enterprise marketing strategy.
- Measured above- and below-the-line campaign performance, including long-term profitability and main-bank propensity, and automated reporting pipelines feeding insights into operational platforms via APIs.

Data Analyst / UX Analyst Feb 2015 – Dec 2017
Studiosity

- Built a unified BI platform combining customer experience and voice-of-customer data, partnering with Product and Sales to improve customer workflows and usability.

Business Analyst 2012 – 2015
Ord Minnett

- Designed the model portfolio trading tool, whose MVP evolved into AIM (Adviser Investment Management), a core adviser capability.
- Delivered the CRM migration from GBST Shares to GBST Front Office, one of the firm's foundational platform modernisation programs, alongside a wider data migration and remediation of IRESS data issues.
- Led the FactSet implementation, integrating market data and portfolio analytics into adviser workflows.

SKILLS

Architecture & strategy: Enterprise data strategy, Solution architecture, Data modelling, Master data management, Medallion architecture

Governance: Data & AI governance (APRA, ASIC, ISO27001), Data quality, Lineage, Responsible AI & model risk

Data & AI: Machine learning, LLMs & RAG, MLOps, DataOps, Advanced analytics

Platforms & tools: Databricks, Snowflake, Teradata, PostgreSQL, dbt, Fivetran, Talend, Terraform, Python, SQL, C#

Systems & practices: Salesforce, Zendesk, Xero, Pardot, Agile, CI/CD, Infrastructure as Code

Leadership: Executive stakeholder advisory, Team leadership, Capability building

EDUCATION & CERTIFICATIONS

Bachelor of Economics (Econometrics & Finance), University of Sydney

Databricks Academy | Snowflake Core Certification | dbt Fundamentals | Machine Learning, NLP & LLMs (Python) | Leadership programs (Performance Frontiers, Flourish Consulting, Westpac)