

WARWICK MATTHEWS

data strategist, leader, inventor, communicator

data & analytics strategy • team inspiration & leadership • mdm & data warehousing • change management • ai & machine learning strategy • data innovation • c-level presentation • cross-cultural business collaboration

What I'm about

Creative Data & Analytics leader, strategist and respected senior executive with a proven track record of hands-on innovation. Deep experience in formulation and execution of high-level strategies and real-world delivery of complex transformational initiatives. Speciality in complex, global business relationships and operations.

Data Strategy

I am fluent in the power & potential of Data & Analytics, understanding and embracing all the opportunities and competitive advantages the data-enabled enterprise can bring, ranging from top line revenue growth to bottom line process efficiencies.

Invention & Innovation

My experience in distilling and clearly communicating complex, multi-dimensional concepts at all levels, from C-level executives to individual team members, allows me to build trust and confidence in transformations and new approaches that are otherwise considered “blue sky” or inherently risky. I build and lead teams to deliver these innovative services, and then stay actively involved and connected to ensure not only successful delivery but also continuous operational improvement.

Leadership

Culture is critical, motivation is vital, execution is king. I believe in a clear focus on achievement, where everyone knows that we are all expected to achieve excellence and that contributions as part of the shared mission will be recognised and valued.

As a leader I see my role being very much around focus on outcomes-based performance, while motivating, empowering and supporting my team: creating a sustainable, positive and effective culture of efficient execution, responsible risk-taking and intra- & inter-team trust.

Notable Career Highlights

IDM – Loblaw Companies Limited, 2019-

Founded Identity Data Management at Loblaw, Canada's biggest retail group and largest private sector employer. Created strategy and built the team to help Loblaw connect data from across its many business units spanning grocery, fashion, banking and healthcare, as well as integrating all this with HR and other internal data functions. Building IDM involved more than hiring – I have taught a new generation of data professionals who are able to see possibilities and solutions beyond the obvious – to see “the Matrix” and bend it to our will.

Unity – Dun & Bradstreet, 2015-2019

Created strategy and led design for Dun & Bradstreet's most flexible & innovative core data platform.

Starting in 2016, developed by a team in Melbourne Australia, the “Unity” platform has been so successful that it has literally taken over the D&B world, and is either running or slated for installation in almost every D&B market across AsiaPac, BRIC, EMEA and European markets.

AME – Dun & Bradstreet, 2010 - 2019

I designed and led the team to build, roll out and manage D&B’s “Asia Match Environment” a patented, best-in-class Asian-language entity match environment. AME performs non-deterministic Entity Matching in Japanese, Simplified Chinese, Traditional Chinese and Korean languages, currently processing ~500M matches per year.

Recent Roles

SENIOR DIRECTOR - IDENTITY DATA MANAGEMENT

LOBLAW COMPANIES LIMITED

2019 - present
Toronto, Canada

- Creator and leader of the Identity Data Management (IDM) team at Loblaw Companies, Canada's biggest retail group and largest private employer.
- IDM is responsible for establishment of a system to create the group's first Enterprise view of individuals, connecting customers, loyalty members, patients, borrowers and colleagues.
- The Cloud-native system integrates a data lake, graph-based identity system, bespoke services and high-capacity NoSQL data store.
- The IDM team also consults across the enterprise on best practice ways to build and use intelligent connections to maximise the value of the company's most critical data assets.

SENIOR DIRECTOR & DATA LEADER

DUN & BRADSTREET (DBXB ANZ PTY LTD)

2015 - 2019
Melbourne, Australia

- Business leader of Melbourne-based delivery centre supporting critical global systems for Dun & Bradstreet International.
- Business architect and owner of “Unity”: D&B’s newest & largest data environment, supporting data-gathering, mastering, synthesis and publication for 150M+ businesses across 190+ countries in 10+ languages.
- Designed & led the team to create “ARIA” in 2018, a next-generation data automation & ETL environment and operational process, which has enabled autonomous real-time data collection in key markets, allowing D&B to maintain up-to-date connections to official sources such as government registries. This work is critical to D&B’s fast-growing compliance intelligence business.
- Leader and business architect of innovative new system (“UTE”) which uses AI ensemble strategies and conventional statistical methods to Romanize up to 1M native-language Traditional/Simplified Chinese and Japanese records per day, reducing manual work and data time-to-market in key markets from weeks to hours. UTE has been so successful it has now been sold to customers as a part of D&B’s MDM-as-a-service offerings

Education

BACHELOR OF LAWS MONASH UNIVERSITY	1990 - 1994 Melbourne, Australia
BACHELOR OF ARTS (JAPANESE / LINGUISTICS) MONASH UNIVERSITY	1989 - 1992 Melbourne, Australia

Full Work History

LOBLAW COMPANIES LIMITED Melbourne, Australia / Toronto, Canada	2019 - present
DBXB ANZ PTY LTD Melbourne, Australia	1989 - 1992
DUN & BRADSTREET Short Hills, USA	2012 - 2015
CSC AUSTRALIA (now DXC) Melbourne, Australia	2002 - 2012
DUN & BRADSTREET INTERNATIONAL Melbourne, Australia	1999 - 2012
KUBO BODY CARE Melbourne, Australia	1989 - 1992
DUNHILL MADDEN BUTLER LAWYERS (now NORTON ROSE FULBRIGHT) Melbourne, Australia	1997 - 1999
WARREN GRAHAM & MURPHY Sale, Australia	1994 - 1997

Patents

Patent – “System and method for searching and matching data having ideogrammatic content” : **2007**

United States 20070162445

Patent – “System for non-deterministic disambiguation and qualitative entity matching of geographical locale data for business entities” : **2014**

United States US9183223B2

Patent – “Enhancement of multi-lingual business indicia through curation and synthesis of transliteration, translation and graphemic insight” : **2014**

United States US9489351B2

Patent – “System and method for deriving material change attributes from curated and analyzed data signals over time to predict future change in conventional predictors” : **2014**

United States App. 14/41657

Patent – “System and process for analyzing, qualifying and ingesting sources of unstructured data via empirical attribution” : **2017**

United States US20160063001A1