

ILICH DANIEL BRICENO SALAZAR

Senior Data Architect & Analytics Engineer | Microsoft Fabric • Databricks • Power BI • AI/LLM

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English • Spanish • Portuguese

PROFESSIONAL SUMMARY

Senior Data Architect and Analytics Engineer with 10+ years of experience designing and delivering enterprise-scale data platforms, semantic models, and analytics solutions across Pharma, Fintech, Consumer Goods (Unilever, Coca-Cola FEMSA), SaaS, and Consulting. Proven track record of leading cloud migrations from legacy on-premise architectures (SSAS/SQL Server) to modern Lakehouse platforms on Microsoft Fabric and Azure Databricks. Deep expertise in Medallion Architecture, dimensional modeling, Power BI semantic layer design, and self-service analytics. Currently leading a Gen AI and Data Product strategy on Databricks, integrating Metric Views and AI/BI dashboards with LLM-powered data discovery. Trilingual (English, Spanish, Portuguese). Business-focused, tool-agnostic, and committed to minimizing technical debt while delivering sustainable, scalable solutions aligned to business objectives.

CORE COMPETENCIES

Data Architecture & Platforms: Microsoft Fabric (Semantic Models, OneLake), Medallion Architecture (Bronze/Silver/Gold), Azure (Data Factory, Analysis Services), Databricks (Spark, Delta Lake, AI/BI), AWS (S3, Lambda, Glue, Athena)

Semantic Modeling & BI: Power BI architecture & optimization (Import, DirectQuery, aggregations, RLS), SSAS Tabular, DAX, Power Query (M), dimensional modeling (Star/Snowflake), enterprise self-service analytics

AI & Advanced Analytics: Databricks AI/BI, Gen AI solution design, Text-to-SQL/DAX strategies, AI agent grounding and metadata enrichment

Data Engineering: ETL/ELT pipeline design (Databricks, ADF, AWS Glue/Lambda), Python (PySpark, pandas), SQL (T-SQL, Spark SQL), incremental processing, data integration (APIs, GA4, CRM)

Governance & Strategy: Data product definition & lifecycle, metadata management, lineage, access control, architecture roadmaps, vendor/consultancy evaluation, COE participation

Leadership: BI team transformation & upskilling, requirements frameworks, Figma-based design workflows, cross-functional stakeholder management (Marketing, Finance, Sales, Product, C-level)

PROFESSIONAL EXPERIENCE

Senior Data Architect & Analytics Engineer (Center of Excellence) Grupo [Profarma](#)

June 2025 – Present | Rio de Janeiro, Brazil

- **Took ownership of a stalled cloud migration:** Led the transition from on-premise SSAS/SQL Server to Microsoft Fabric and Azure Databricks after an external consultancy failed to deliver. Diagnosed architectural gaps, rebuilt trust with the legacy BI team, and architected the strategy to fit 1TB+ analytical workloads into an F64 Fabric capacity.
- **Optimized semantic model performance for large-scale workloads:** Improved report and query performance through DirectQuery optimization, aggregation strategies, hybrid Import/DirectQuery patterns, and caching. Reduced report load times by over 60% while supporting enterprise-scale concurrent user access.
- **Defined the Data Product Strategy & self-service analytics platform:** Created governed data products including self-service Power BI semantic models consumed by business users in Excel. Established a product-oriented analytics operating model with documented schemas, SLAs, and metadata.
- **Guided the BI team on modern engineering practices:** Upskilled a 5-person BI team into Analytics Engineers: introduced best practices for semantic modeling, dimensional design, DAX optimization, and requirements documentation using Figma-based mockup workflows.
- **Leading Gen AI implementation on Databricks:** Directing a Gen AI POC: implementing Metric Views for governed business logic, AI/BI dashboards with natural language querying, and LLM-powered data discovery. Designing grounding and metadata enrichment strategies for AI agents consuming the semantic layer.

- **COE leadership:** Partner with Data Architects and business stakeholders (Marketing, Finance, Sales, Product) to assess current-state analytical platforms, define future-state architectures, and lead strategic technical discussions shaping the organization's data roadmap.

Senior Data Analyst & Data Engineer (Consultant) — [Bridge & Co.](#)

September 2023 – June 2025 (1 yr 10 mos) | Brazil (Remote)

- **Cross-industry client delivery (Fintech & Unilever):** Delivered end-to-end data solutions for diverse clients by translating business requirements into impactful Power BI dashboards and robust semantic models.
- **Databricks migrations & ETL pipelines:** Acted as Data Engineer to drive Databricks migrations and build automated data pipelines including GA4 API ingestion, transforming raw marketing data into analytical datasets.
- **Semantic layer design:** Designed and optimized tabular data models and semantic layers using SQL Server and Azure Analysis Services, ensuring high-performance querying and governed self-service access.

Data Engineer — [Escala SaaS](#)

January 2023 – August 2023 (8 mos) | United States (Remote)

- **Led AWS cloud migration:** Directed the migration of the data analytics ecosystem from Zoho to an AWS-based Medallion Data Lake on S3. Built scalable ETL pipelines using AWS Lambda, Glue, and Athena, accelerating advanced analytics for retention, paid media, and finance while reducing third-party capacity costs.

Data Analyst — [Escala SaaS](#)

February 2019 – December 2022 (3 yrs 11 mos) | United States (Remote)

- **Built financial & marketing analytics platform:** Developed comprehensive Power BI dashboards tracking MRR, ARR, Deal Value, and customer retention. Integrated ad platform data (Google, Facebook, LinkedIn) with downstream billing metrics to enable direct marketing campaign optimization.
- **Automated data workflows & unit economics:** Engineered automated pipelines using SQL and Python to calculate and deliver actionable unit economics (CAC, LTV), enabling data-driven product and pricing decisions for C-level stakeholders.

Marketing Data Analyst (Consultant) — [DIPREM Global](#)

June 2020 – October 2022 (2 yrs 5 mos) | Argentina (Remote)

- **Full-funnel marketing analytics:** Provided digital marketing and data analytics consultancy specializing in paid media campaigns, lead-tracking, and conversion systems. Integrated Odoo CRM data with marketing performance metrics to establish a complete full-funnel view of the customer journey and accurately measure campaign ROI.

Sales Operations Data Analyst — [Coca-Cola FEMSA](#)

February 2017 – February 2019 (2 yrs 1 mo) | Venezuela

- **Sales performance & inventory analytics:** Managed regional sales performance tracking and directed daily SKU inventory allocations across sales routes to optimize target attainment based on capacity and historical data.
- **Automation & forecasting:** Automated Excel dashboards using MS Access and custom VBA scripts. Developed advanced forecasting models for inventory depletion and sales goals. Delivered executive-level presentations translating complex operational data into actionable insights.
- **SAP invoicing operations:** Managed invoicing processes through SAP Basis AS400 system (March – August 2017).

TECHNICAL SKILLS

Cloud & Platforms: Microsoft Fabric (Semantic Models, OneLake), Azure (Data Factory, Analysis Services, Functions), Databricks (Spark, Delta Lake, Model Serving, AI/BI), AWS (S3, Lambda, Glue, Athena)

BI & Semantic Layer: Power BI (advanced semantic modeling, DirectQuery, Import, aggregations, RLS, deployment pipelines), SSAS Tabular, DAX, Power Query (M), Excel integration, Tabular Editor

Data Architecture: Medallion Architecture (Bronze/Silver/Gold), Lakehouse, Data Warehousing, Dimensional Modeling (Star/Snowflake), Data Mesh concepts

AI & LLM: Gen AI dashboards, Text-to-SQL/DAX

Languages & Tools: Python (PySpark, pandas), SQL (T-SQL, Spark SQL), VBA, Git, MS Access

Governance: Metadata management, data lineage, access control (RLS), data quality frameworks, architecture documentation, COE operating models

EDUCATION

- Computer Science Engineering (4 semesters completed) — Universidad 'Alejandro de Humboldt', Caracas, Venezuela

CERTIFICATIONS & CONTINUOUS LEARNING

- Microsoft Certified: Power BI Data Analyst Associate (PL-300) — 2024
- Data Engineering Certificate of Excellence — Zach Wilson / EcZachly Bootcamp — 2024
- Certified Database Developer — Universidad Central de Venezuela — 2020
- Certified Business Intelligence Specialist — Universidad Central de Venezuela — 2020

LANGUAGES

- Spanish — Native
- Portuguese — Professional proficiency
- English — C1 (Advanced)