

FRANKIE SEABROOK

Senior Business Intelligence Consultant @ Nationwide Building Society

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A results-driven **Senior BI Consultant** and **Technical Lead** with extensive experience designing, implementing, and governing **AI-driven business intelligence solutions** within regulated financial services. Specialised in leveraging **Databricks, Azure**, and advanced data modelling to transform complex data into strategic enterprise assets. Proven success in **technical leadership, managing direct reports**, and driving the strategic adoption of Generative AI tools to maximise organisational efficiency and inform executive decision-making.

Core Competencies: *Generative AI & BI: Power BI Copilot Governance, Databricks AI/BI Genie Implementation, Data Intelligence, Enterprise Self-service. Big Data Platforms: Databricks, Advanced SQL, Python, dbt, Apache Kafka, Airflow, Teradata. Cloud & Architecture: Azure (Data Factory, Synapse, SQL DB), Dimensional Modelling, Star/Snowflake Schemas. Leadership & Delivery: Team Management (2 Direct Reports), Technical Mentorship, Agile/Scrum (Azure DevOps, JIRA). Reporting & Visualisation: Power BI (DAX/M Expertise), Tableau, Qlik, Semantic Model Design.*

PROFESSIONAL EXPERIENCE

Senior BI Consultant, Nationwide Building Society (Remote) Mar 2025 – Present

- **Strategic Leadership:** Direct line management and mentorship of two BI Developers, focusing on performance management and advanced technical development.
- **AI Technology Adoption:** Directed successful rollout of Power BI Copilot and Databricks AI/BI Genie, improving self-service and reducing reliance on analysts.
- **Consultancy and Governance:** Provided expert technical consultancy, optimising Databricks and Teradata for high-volume data workloads.
- **Data Centralisation:** Led cross-functional projects to centralise and unify data from merging business units.

Lead BI Specialist, Nationwide Building Society (Remote) Dec 2023 – Mar 2025

- **Data Pipeline Development:** Built and maintained scalable ETL/ELT pipelines using advanced SQL, M, and DAX.
- **Architectural Excellence:** Designed and implemented advanced dimensional modelling, improving query performance and storage efficiency.
- **Agile Delivery:** Partnered with cross-functional teams for continuous delivery of robust BI solutions.

BI Engineer, Solent NHS Trust (Southampton, UK) Nov 2022 – Dec 2023

- **Cloud Migration:** Migrated on-premises data assets to Azure cloud, optimising Azure Data Factory, Databricks.

- **CI/CD Implementation:** Established automated CI/CD pipeline for Power BI using Azure DevOps.
- **Semantic Model Scale:** Developed and governed a robust Power BI semantic model for self-service analytics.

Quality Intelligence Developer, Solent NHS Trust (Southampton, UK) Oct 2021 – Nov 2022

- Executed zero-downtime migration of risk management software to a secure cloud platform.

EDUCATION

BA (Hons) in Popular Music Production (2:1), Southampton Solent University (May 2015)

References available upon request.