



Eugene Ras

Data & Analytics Executive

Agile, results-oriented analytics leader, with 10+ years data and analytics strategy development and execution experience, in diverse industries across South Africa and the Middle East. Equipped with a record of successful analytics programmes, including managing major customer and commercial portfolios in an international airline, as well as establishment of a new data and analytics capability in a multi-national alcohol beverage producer.

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AREAS OF EXPERTISE

Analytics

Data Management

Communication

Stakeholder Management

Strategy Development

Portfolio Management

Python

Agile Management

Leadership

Business Process Improvement

Governance

PROFESSIONAL EXPERIENCE

Head of Data & Analytics

Distell Group

01/2020 - Present

Stellenbosch, South Africa

Responsibility

- Established the capability within Distell as part of the organisational digital transformation
- Lead the Data & Analytics vision, strategy and execution for the group
- Guide business decisions to exploit the most valuable use of data analytics for business insights
- Drive the use of AI and ML within the organisation to achieve the strategic goal of being insights driven
- Manage a 30+ member team across engineering, architecture, reporting, governance and advanced analytics through SAFe Agile practices

Analytics Portfolio Manager

Emirates Group

11/2017 - 12/2019

Dubai, United Arab Emirates

Responsibility

- Lead the enterprise analytics portfolios for the customer and commercial teams
- Managed the establishment of a Customer Analytics Portfolio for Emirates Airline, with 360 view of all customers
- Organise and prioritise all known Enterprise Analytics content, including activities required to successfully deliver these
- Develop and implement appropriate tracking mechanisms to measure status, risk, resources and financials for each portfolio. Collate and present this information to senior stakeholders within the portfolio
- Manage the ongoing prioritisation of all backlog items within a stakeholder group, identifying efficiencies amongst total program of work

Business Planning & Development Manager

Emirates Airline

12/2015 - 11/2017

Dubai, United Arab Emirates

Responsibility

- Lead the delivery of several projects and programmes to achieve the departmental vision through benefit realisation whilst meeting key project objectives
- Responsible for analysis and improvement initiatives, working with senior leadership across the group to achieve strategic goals
- Manage projects with the aim of digital transformation within the Service Delivery division

PROFESSIONAL EXPERIENCE

Several roles in Operations, Analytics and Business Improvement

BHP Billiton; Anglo American & Sinosteel

01/2005 - 11/2015

South Africa

Achievements/Tasks

- Lead operations teams at several large manufacturing facilities gaining valuable insights on leadership
- Established the Process Analysis and Improvement capability within the Manganese division in BHP Billiton, South Africa
- Exco member at a small mining firm, gaining experience on managing stakeholders at a strategic level

ACHIEVEMENTS

Establishment of D&A Capability within a multi-national alcohol beverage producer (01/2020 - Present)

Responsible for the establishment of a Data and Analytics function within the Distell Group (R40 billion Market Cap; 6000 employees). This included developing the vision, strategy and operating model across all data functions.

Build a cloud-based enterprise data warehouse (06/2021 - Present)

Designed and built a cloud-based data warehouse for Distell Marketing Department within Microsoft Azure

Successfully replaced several multi-million AED data systems with single source of truth (11/2017 - 08/2018)

Decommissioned several commercial data systems, replacing it with a single source of truth for Emirates Airline (\$5.9 billion revenue, 60k employees)

Digital information system development (10/2016 - 11/2017)

Successfully completed a AED12 million digital information management system for cabin crew at Emirates Airline with specific focus on customer data and personalisation

ORGANISATIONS

Project Management Institute (PMI) (03/2017 - Present)

Project Management Professional (PMP)

University of Stellenbosch Business School

(11/2021 - Present)

Guest MBA lecturer in Digital and Data Strategy

EDUCATION

Masters in Business Administration (MBA)

University of Stellenbosch Business School

01/2015 - 12/2017

Stellenbosch, South Africa

Masters in Engineering (Technology Management)

University of Pretoria

01/2010 - 01/2015

Pretoria, South Africa

LANGUAGES



Afrikaans



English



Dutch

INTERESTS

Python Coding

Hiking

Reading

Shared Value

Technology