

Alex Schembri

I love solving problems. I've spent most of my career in creative environments in a range of roles, building solutions to complex scenarios and working with amazing technical & non-technical individuals.

EXPERIENCE

Sainsbury's — *Senior Data Architect*

MAR 2024 - MAY 2025, sainsburys.co.uk

Joined a large multi-team innovation project in the Media and Advertising space for release in Q4 2025. My role shifted towards solution architecture to support critical requirements around the creation, maintenance and strategic ownership of a novel brand hierarchy amongst other datasets new to the organisation.

- Problem definition, research, consultation, analysis, and solution design with data owners, business owners and initiative stakeholders
- Authoring clear and accessible documentation and presentations to multiple tiers of Design Authorities.
- Sourcing & evaluating suppliers and solutions to present options and make recommendations.

Imagination — *Technical Lead*

JAN 2022 - OCT 2023, imagination.com

- Responsible for improving the developer experience for a custom-built video-streaming platform for [Ford](#). This included delivering a full documentation rewrite, tutorials and onboarding new developers.
- Designed a high-performance, high-resilience data pipeline for [Visa Masters of Movement](#) connecting a sensor array to track player movement to display artwork on a 17x13m LED pitch at the 2022 FIFA world cup.
- Led the R+D, evaluation and demonstration of several **AI software systems** to open up opportunities with new tools for use with client projects.
- Designed an internal solution to manage remote installations around the world to perform updates and maintenance.
- Mentor to several members of the technical team.

(Stealth-mode startup) — *CTO (interim)*

OCT 2019 - JUNE 2021

I led a technical team of around 10 remote developers and oversaw the migration of a monolith application into a microservices architecture.

- In charge of all data strategy, ETL and APIs, serving as the foundation of the product.

CONTACTS

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PORTFOLIO

alexschembri.com

TECHNICAL SKILLSET

Clear, accessible writing & presentation

NodeJS / Typescript / Bun

AI/ML Integration

Docker

AWS

API Design & Integrations

Web Scraping

Creative Automation

Product Strategy

Terraform / IaC

Data Visualisation & Analysis

Arduino, Raspberry Pi

SPOKEN LANGUAGES

English (native)

French (native)

Spanish (fluent)

BSL (learning)

EDUCATION

OCT 2000 - JUN 2003, University of West London

BA Digital Arts with Digital Animation 1st Class Hons

- Mentored a lead web developer to oversee the website's frontend & backend, and coordinated together for data/API integrations.
- Close collaboration with the UX/UI designers to ensure data is presented accurately and unambiguously.
- Worked closely with Sales and the rest of the C-suite to brief new features, get client feedback and integrations with 3rd parties.

Kamma — Technical Co-founder

JUNE 2014 - OCT 2019, kammadata.com

I co-founded a successful startup with a mission to make renting better, and in summer 2023, it was valued at £12.5m.

I created an innovative algorithm and a database of regulations which enabled automated compliance for rental properties. This allows cost-effective and perfect auditing for agents, due diligence for surveyors, enforcement support for local governments, and risk-reduction for banks and mortgage lenders.

Chief Technical Officer (OCT 2014 - DEC 2018)

- R&D, prototyping, UX, validation to build subject-matter expertise in UK administrative data and rental regulations.
- Algorithm and database design & implementation, hundreds of custom-made web scrapers and aggregation systems to keep the compliance engine up to date.
- Client presentations and sales.
- Fundraising and pitching for investment.

Chief Data & Innovation Officer (JAN 2019 - OCT 2019)

- Greater focus on strategy, product development and opportunities for growth.
- Oversaw the gradual rewrite of the initial MVP into a more robust system for higher growth and reliability.
- Hiring new staff, mentoring and building the technical team.
- Establishing partnerships with local and central governments, demonstrating how our product fits within their strategic objectives.
- Presenting and networking at various industry forums to establish the company as an authority on our subject.

Proximity London — Creative Technologist

OCT 2009 - MAY 2014

- Led technical Flash projects, including online ads, websites, games.
- Rapid prototyping with Arduino, iOS and other systems to enable creative and planning teams to demonstrate new concepts to clients.

Various agencies — Flash Developer (contracting)

SEP 2001 - SEP 2009