

ANDRÁS KECSKEMÉTI

BUSINESS ANALYST LEAD | SERVANT LEADER | BUILDER

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Málaga, Spain | EU citizen | Eligible to work in Spain without visa sponsorship

PROFILE SUMMARY

- **Business Analyst Lead** with 16+ years of experience translating complex business needs into structured, actionable requirements across digital platforms, data-driven systems and gaming, including 9 years across Vodafone Group entities. Proven ability to engage stakeholders at all levels, co-own product backlogs alongside Product Managers, and drive cross-functional delivery in Agile/SAFe environments throughout the full lifecycle.
- **Servant Leader & Coach** with 6+ years of people leadership empowering developers, UX/UI designers, marketers and automation specialists. Leads by example - unblocking teams technically and culturally while aligning delivery with business goals. Believes that autonomy paired with support creates the highest-performing teams.
- **Data & Reporting Specialist** with 10+ years of SQL, Qlik and ETL expertise, enabling data-driven decision-making and workflow automation at scale. Experienced in defining and implementing data quality frameworks, embedding governance and ensuring accuracy, completeness and consistency of data.
- **Problem-Solver & Maker** who reduces manual work, accelerates delivery and increases developer and specialist leverage through internal tooling, automation and technical creativity.

KEY SKILLS

- **Business Analysis & Requirements:** Requirements Gathering & Documentation, User Story Writing, Backlog Refinement, Functional & Non-Functional Specifications, Business Process Analysis, Feasibility Assessment, Quality Validation.
- **Leadership & Delivery:** Agile/SAFe, Servant Leadership, Product-led Development, Roadmap Co-ownership, Outcome-driven Delivery, Stakeholder Management, Team Scaling, Hiring, Onboarding, Operational Excellence, Team Health & Sustainability.
- **Data & Automation:** SQL, ETL, QlikView/Qlik Sense, MS SSIS, Workflow Automation, Data Validation, Data Quality Frameworks.
- **Game & Software Development:** Unity Engine, C#, Gameplay Systems, Git, JavaScript, HTML/CSS, TypeScript, Meta Horizon.
- **Tools & Platforms:** Jira, Confluence, Trello, WordPress, AWS Cloud Practitioner, CI/CD collaboration, platform reliability monitoring.
- **Soft Skills:** Mentorship, Coaching, Structured Communication, Analytical Thinking, Root Cause Analysis, Cross-functional Collaboration, Problem Solving, Maker Mindset.

KEY ACHIEVEMENTS

- **Team Leadership:** Led high-retention engineering squads (up to 24 people) with end-to-end delivery accountability, enabling a culture of trust while consistently delivering predictable, high-quality outcomes.
- **Requirements-to-Solution Delivery:** Gathered and documented business requirements from supply chain stakeholders, translating needs into automated Qlik dashboards and ETL workflows - replacing 250+ manual Excel reports and improving data accuracy and decision-making quality.
- **Game Development:** Shipped 12+ Unity prototypes, demonstrating rapid prototyping and end-to-end ownership.
- **Project Management:** Led the end-to-end technical delivery of a web application that cut digital asset creation turnaround time for designers, account managers by several hours, improving workflow efficiency.
- **Process Automation:** At KLM, created a script which automated the ticket voiding for the refund team saving them 4-6 hours of manual work daily.

EDUCATION & CERTIFICATIONS

- **AWS Certified Cloud Practitioner** (2023)
- **Certified SAFe® 6 Agilist, Scrum Master, Product Owner** (2022)
- **BA in Communication and Media Studies**, Zsigmond Király College (2011-2014)
- **Languages:** English (Full Professional) | Hungarian (Native) | German (Limited Working) | Spanish (Elementary)

PROFESSIONAL EXPERIENCE

MANAGER - ENGINEERING & DIGITAL OPERATIONS

Vodafone Intelligent Solutions | July 2021 – August 2026

- Engaged business stakeholders and cross-functional teams (front-end, UX/UI, automation, content management, social media) across multiple simultaneous change initiatives, gathering and documenting requirements to align product delivery with business goals and organisational priorities.
- Collaborated with Development, QA, and Operations teams throughout the lifecycle of each user story, clarifying requirements, validating solution feasibility, and ensuring proposed solutions aligned with system structures, operational processes, and broader organisational goals.
- Partnered with Product Managers and business stakeholders to gather, analyse, and document detailed requirements for new and evolving products and processes, translating functional and non-functional specifications into structured user stories for the product backlog and validating requirements for accuracy, completeness, and feasibility.
- Participated in backlog refinement and sprint planning alongside Product Managers, contributing requirements clarity and cross-functional context to ensure user stories were accurate and actionable before development began.

UNITY DEVELOPER

Freelance / Indie | July 2019 – Present

- Built and published 12+ Unity prototypes and participated in game jams, applying systems thinking and rapid iteration in a self-directed capacity.

DIGITAL TEAM LEAD

Vodafone Intelligent Solutions | July 2020 – July 2021

- Led a team of front-end developers, marketing automation and social media specialists (10 direct reports).
- Coordinated the development of a webapp to support graphic designers, reducing repetitive tasks.

FRONT-END DEVELOPER

Vodafone Intelligent Solutions | April 2020 – July 2020

- Created and maintained landing pages and emails for marketing campaigns using Vue.js and modern web development practices.
- Upgraded the in-house email builder to align with current tech standards.

DATA & REPORTING TEAM LEAD

Vodafone Intelligent Solutions | February 2019 – April 2020

- Led database developers and reporting specialists (4 direct reports).
- Designed and maintained MSSQL data warehouses and ETL workflows in line with GDPR compliance and governance models, enabling 6+ high-performance dashboards for supply chain reporting.
- Owned the product roadmap for Qlik dashboards, managing feature prioritization, backlog refinement and delivery schedules in collaboration with cross-functional teams.
- Acted as Scrum Master for an SCM reporting team of 8 in a matrix organization.

DATA & REPORTING SPECIALIST

Vodafone Intelligent Solutions | June 2017 – February 2019

- Created automated reporting workflows and implemented data quality checks in ETL pipelines with SQL, VBA and Excel: improving the accuracy, completeness of data and saving significant time for teams.
- Designed Qlik Sense applications to replace manual Excel reporting, increasing efficiency.

APPLICATION SUPPORT SPECIALIST

KLM FSSC | November 2010 – June 2017

- Product Owner of the KLM Refund Tool, driving its development and optimization.
- Automated workflows using VBA scripts, reducing manual labor and improving accuracy.
- Developed dynamic reporting solutions with SQL, QlikView and NPrinting supporting 4+ departments.