Jasper Jansen.

Freelance data engineer · cloud-agnostic data platforms

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10 Years
Experience In Data

Social Data Nerd
Helping Others Accelerate

Cloud-Agnostic
SQL · Python · Git · CI/CD

MSc
Medical Engineering, TU/e

PROFILE

Cloud-agnostic data engineer with ten years of experience, from web analytics to complete data platforms. I build data warehouses, pipelines and MLOps infrastructure on principles that carry across platforms (dbt, Airflow, containers, CI/CD), on Google Cloud and AWS for clients including Rituals, Randstad, NN Investment Partners and Otrium. Just as important: I make teams faster. I founded Dept's data engineering team (12 people), ran traineeships and coach juniors to senior level. Background in medical engineering (MSc, TU/e).

EXPERIENCE

Nov 2021 – present · 5 yrs 1 mo

This Is Data

Own company · freelance data engineer

Aug 2025 – present

Data Engineer · Rituals

- Design and maintain the data warehouse models (BigQuery + dbt) for the Digital department.
- Develop and run the data engineering architecture on Google Cloud, including pipelines and infrastructure.
- Handle MLOps for developing and deploying AI models.
- Guide and mentor team members and lead the technical execution of projects.

BigQuery · dbt · Google Cloud · Python · MLOps

Oct 2023 – Jul 2025 · Rotterdam

Data Engineer · Dept · two largest data clients

- Randstad: migrated the data platform from BigQuery to Snowflake, with Airflow and dbt for orchestration.
- Rituals: built the architecture for machine learning models and maintained the marketing BigQuery data warehouse.

Snowflake · BigQuery · Airflow · dbt · Python

Sep 2022 – Sep 2023 · Den Haag

Data Engineer · NN Investment Partners

- Risk Management Tooling team, responsible for reporting all risk KPIs for every fund managed by NNIP.
- Built pipelines and data models with Airflow, dbt and ECS on AWS.

AWS · Airflow · dbt · ECS

Nov 2021 – Aug 2022

Data Engineer · Otrium

- Set up a machine learning pipeline in AWS for the pricing team's smart pricing model.
- Built ELT pipelines for competitor pricing data in Airflow with custom operators; BI data models in Redshift.

AWS · Airflow · Redshift · Python

Oct 2016 – Nov 2021 · 5 yrs 2 mo

Dept

Digital agency · Rotterdam

Dec 2020 – Nov 2021

Lead Data Engineer

- Founded the data engineering team and grew it to 12 people in several countries.

Airflow · BigQuery · dbt · Apache Beam · Docker · CI/CD

Apr 2018 – Nov 2020

Data Engineer

- Helped clients set up their online data as the foundation for better decisions.
- Led traineeship cohorts (graduate → junior) and coached juniors to senior level.

BigQuery · Cloud Functions · Dataflow · GA360 · Tag Manager · Tealium

Oct 2016 – Mar 2018

Digital Analytics Consultant · Expand Online (now Dept)

- Moved from medical data to web analytics; analysed large datasets.

Oct 2015 – Sep 2016 · 1 yr

Reinier de Graaf

Hospital · Delft

Medical technology traineeship

- Assured quality of medical equipment: maintenance plans, training and procurement.

EDUCATION

MSc Medical Engineering

Technische Universiteit Eindhoven

2012 – 2015

Graduation project at Máxima Medical Centre; research internship at UC San Diego (patient-specific heart modelling).

BSc Biomedical Engineering

Technische Universiteit Eindhoven

2008 – 2012

Erasmus minor in Biomedical Engineering, Queen Mary University of London.

PUBLICATIONS

Test–retest reliability of skeletal muscle oxygenation measurements during submaximal cycling exercise in patients with chronic heart failure

Characterization of exercise limitations by evaluating individual cardiac output patterns: a prospective cohort study in patients with chronic heart failure

SKILLS

Data engineering

SQL · Python · dbt · Airflow · Apache Beam · Data modelling · MLOps

Platform-independent

Data Warehousing · Docker · CI/CD · ELT · Platform migration · Git

Cloud platforms

Google Cloud (BigQuery, Cloud Run, Airflow) · AWS (Redshift, ECS)

Leadership & coaching

Mentoring · Team building · Traineeships · Knowledge sharing

AI & agents

Claude Code · Gemini CLI · AI agents · Skill development

Digital analytics

GA4 / GA360 · Google Tag Manager · Marketing Tech · KPI definition

LANGUAGES

Dutch	Native
English	Fluent

OTHER ACTIVITIES

Volunteer firefighter

Veiligheidsregio Midden- en West-Brabant · Steenbergen

Jul 2025 – present