

Ken-Joo Yeap

Data Product Owner | Business Intelligence & Data Management | Software Engineering Background
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Data Product Owner with a software engineering background and experience leading Business Intelligence and data platforms. Proven ability to translate business priorities into trusted data products, improve data quality, align stakeholders, and deliver scalable analytics solutions. Experienced in balancing technical trade-offs with business value while working across engineering, analytics, architecture, and operations teams.

Core Competencies

Data Product Management: Product ownership and roadmap, Stakeholder alignment, Agile delivery and backlog management, KPI governance and product health

Data & Analytics: Data warehousing and modelling, Data quality, Microsoft Fabric and Power BI, ETL

Technical: SQL, JavaScript / Node.js, APIs and integrations, CI/CD and DevOps collaboration

Employment Experiences

Mer Group | 10/2021 - present

Product Owner – Business Intelligence & Data Management

Owned and stabilised company-wide BI and data platforms during rapid growth.

- Introduced Microsoft Fabric to unify fragmented data platforms and reduce complexity
- Established trusted datasets and governance supporting leadership, finance, and operations
- Owned priorities, roadmap, and stakeholder alignment for BI and data initiatives
- Acted as bridge between business, engineering, DevOps, architecture, and legal teams

Principle Tech Advisor

Develop enterprise architectural design to enable scalability of the IT systems and advise UK MD on IT systems.

- Contributed to architectural decision of various topics based on market & legal research and testing
- Delivered business requirement of fleet portal
- Supported UK MD in strategic business decisions related to IT & Tech

Lead Developer

Developed B2B portal, progression demo to stake holders and mentored junior developers.

- Delivered a mission-critical statistics feature under severe time constraints
- Used Power BI Embedded to rapidly meet customer needs where others believed it was not feasible
- Protected delivery timelines while enabling scalable analytics reuse

Software Developer

Automated business, migration processes and maintenance.

- Developed system to automate migration from *hastobe* to *driivz*
- Automated business process to increase efficiency and accountability (zoho)

Freelance Full Stack Engineer | 2019–Present

Developed web and eCommerce solutions, managing delivery, hosting, and third-party integrations.

Northumberland County Council | Software Developer | 2021–2022

Delivered public sector digital services and promoted Agile, Git, and CI/CD practices.

KEY ACHIEVEMENTS

- Consolidated three data platforms into a unified Microsoft Fabric ecosystem.
- Improved reporting quality across a platform processing ~6 million transactions annually.
- Defined trusted KPIs used across multiple business functions.
- Delivered a mission-critical analytics solution under tight time constraints.