Cordelia Nwafor Lead Sales Engineer

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PROFILE SUMMARY

- **Lead Sales Engineer** with **14 years** in data pre-sales, now leading the technical side of **enterprise data movement deals** at Fivetran for **Canadian banks, insurers and retailers**.
- Hands-on with **Snowflake**, **Databricks** and **BigQuery** destinations, **SAP**, **Oracle Database** and **Salesforce** sources, **dbt** and **SQL** for transformations, and **Python** for custom connectors.
- Known for **data warehouse migration assessments**, **proofs of concept on the customer's own data** and **value models a CFO will sign**, run with **MEDDPICC** and **mutual action plans**.
- Works with **strategic account executives**, **Snowflake and Databricks partner teams**, **security** and **product** on deals up to **$4M in ARR**.
- Coaches a pod of **4 sales engineers** while carrying her own deals, runs the **North America POC review**, and wrote the **migration assessment playbook** used across the Americas.

TECHNICAL SKILLS

Cloud & Infrastructure:	AWS, Microsoft Azure, Google Cloud, Terraform, Linux
APIs & SSO:	REST APIs, Postman, Webhooks, SAML 2.0, Okta, AWS PrivateLink
Data & Scripting:	SQL, Python, dbt, Snowflake, Databricks, Oracle Database
Security & Compliance:	SOC 2 Type II, ISO 27001, PCI DSS, HIPAA, GDPR, OSFI B-13
Demo & Presentation Tools:	Lucidchart, PowerPoint, Loom, Google Slides
CRM & RFP Tools:	Salesforce, Gong, Loopio, Slack
Sales Methodologies:	MEDDPICC, Command of the Message, value selling, mutual action plans

EDUCATION

University of Toronto — **B.A.Sc. in Computer Engineering** — Toronto, ON · Sep 2008 to Apr 2012

Snowflake — **SnowPro Advanced: Architect** — Remote · Mar 2023

WORK EXPERIENCE

Fivetran — **Lead Sales Engineer, Enterprise** — Toronto, ON · Apr 2020 to Present

- Led the technical strategy with 3 strategic account executives on deals that closed **$18.6M** in new ARR over 3 years, mostly banks and insurers replacing in-house pipelines.
- Designed a 3-week proof of concept that syncs a customer's own SAP and Oracle data into their warehouse, lifting the region's POC win rate from 61% to **78%**.
- Built migration assessments for **9** banks and insurers moving off Teradata and Oracle Exadata, mapping more than 4,000 source tables to Snowflake or Databricks pipelines.
- Led security reviews with bank CISOs and vendor risk teams, answering private networking and data residency questions that cleared **7** deals stuck in procurement.
- Wrote the migration assessment playbook and coached 4 sales engineers on it, cutting new-hire time to a first solo POC from 5 months to **3**.

Teradata — **Senior Pre-Sales Consultant** — Toronto, ON · Jul 2012 to Mar 2020

- Ran discovery workshops and demos for Canadian banking and telecom data warehouse deals, contributing to **$28M** in closed business over 7 years.
- Defended 6 renewals against cloud data warehouse rivals with benchmarks on each customer's own queries, and kept **5** of the 6 accounts.
- Sized and designed **14** enterprise data warehouse deployments, including the first hybrid cloud setup for a Canadian telecom customer.