

ANDREW QURAISHI

Digital Renewal Architect

Digital Modernization | Digital Transformation | Decision Intelligence

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WHAT A DIGITAL RENEWAL ARCHITECT DOES

Digital Renewal unifies technical modernization and organizational transformation into a single business outcome. It aligns platform migration, architecture modernization, data and AI enablement, operating model redesign, governance, and adoption so organizations do not merely replace legacy systems, but emerge materially stronger, more scalable, and better equipped to create long-term value.

EXECUTIVE SUMMARY

Digital Renewal Architect and advisory practice leader with 20+ years of integrated modernization, transformation, and decision-intelligence leadership for Fortune 500 clients, global consulting organizations, and Microsoft-aligned technology partners. Designs and delivers programs that simultaneously modernize the technical estate — migrating legacy platforms, rebuilding data architecture, integrating AI — and transform the organizational foundation: operating model, governance, capability, decision-making, and adoption. Consistent record of measurable renewal outcomes: \$160M+ in revenue influenced, 80% platform cost reduction, 200% practice revenue growth, 35% pipeline conversion acceleration, and enterprise AI readiness delivered at scale. Fluent across both dimensions of renewal — from Oracle/Teradata/SAP assessment and cloud-native re-architecture through C-suite transformation advisory, executive decision-frameworks, operating model redesign, and long-term change adoption. Uses a modern AI-native presales and delivery toolkit (Claude, GPT, Copilot, Gamma, Azure OpenAI, Gong, Salesloft, Dynamics 365) to run renewal engagements at the pace organizations need them.

THE TWO LENSES OF DIGITAL RENEWAL

MODERNIZATION (technical renewal)	TRANSFORMATION (organizational renewal)
Legacy platform assessment & migration roadmap	Operating model redesign & capability blueprint
Cloud-native architecture design & platform build	Executive investment case & board-level mandate
ETL/ELT re-engineering & pipeline modernization	Governance council design & accountability model
Data governance: catalog, lineage & classification	Change adoption, enablement & organizational buy-in
AI integration: Copilot, Azure OpenAI, agentic AI	AI strategy: workforce readiness & responsible AI policy
Platform cost optimization & performance engineering	Multi-year investment governance & ROI accountability

DIGITAL RENEWAL IMPACT RECORD

Renewal Program	Measured Outcome	Context
Enterprise data & AI platform renewal	80% cost reduction + AI-ready renewal	Full legacy-to-Fabric renewal: technical + organizational — Carpenter Technology
Decision-intelligence advisory practice	35% pipeline conversion acceleration	Decision Board™ frameworks + integrated GTM strategy — Soverion AI
Fortune 500 analytics renewal portfolio	\$160M+ revenue influenced	Cloud modernization + operating model advisory — Deloitte S&A practice
Cloud analytics practice renewal	\$28M pipeline growth	Legacy EDW re-platform + delivery model redesign — Datavail

Renewal Program	Measured Outcome	Context
Microsoft practice renewal	\$4.5M new revenue	AI platform build + GTM operating model transformation — Blue Orange Digital
Cloud GTM & delivery model renewal	200% revenue growth	New platform + new team + new operating model — Inviso Corporation
Global delivery model renewal	6-region ecosystem	Delivery capacity + governance framework expansion — Quantum Consulting
Telecom billing platform renewal	\$39M annual impact \$72M ARR run rate	Revenue expansion strategy + analytics renewal — CenturyLink / Level 3

DIGITAL RENEWAL PATTERNS — BEFORE & AFTER

Legacy State	Renewed State	Business Value Unlocked
SAP ECC + Azure SQL analytics dependency	MS Fabric OneLake Lakehouse + governed AI	80% cost reduction, AI-ready — Carpenter Tech
Oracle / Teradata on-prem EDW	Azure Synapse + Databricks Lakehouse	Fortune 500 analytics scale — Deloitte portfolio
SSIS batch ETL + flat-file reporting	ADF pipelines + Power BI Direct Lake	Self-service analytics — Datavail (\$28M growth)
Ad hoc cloud practice, no GTM model	Co-sell operating model + delivery standards	200% revenue growth — Inviso Corporation
DB2 + legacy BI stack	Azure SQL + Synapse + Power BI governance	Enterprise-grade reporting — Datavail clients
Ungoverned analytics, no data catalog	Purview catalog + lineage + sensitivity labels	Compliance-ready, governed enterprise data
Manual presales, no AI assistance	Claude, GPT, PPT, Gamma proposals + Gong intelligence	Compressed presales cycles, higher win rates
Insight consumption without accountability	Decision Board™ structured decision frameworks	Accountable C-suite decision-making — Soverion AI

DIGITAL RENEWAL COMPETENCIES

Legacy assessment Oracle, Teradata, SAP, SSIS, Informatica → cloud-native architecture Data governance renewal Purview catalog, lineage, classification, DLP & domain design Operating model redesign Org structure, process modernization & technology alignment Practice renewal Offering build, GTM model, P&L ownership & team development Governance transformation Councils, accountability models & stewardship design Architecture governance ADRs, standards, peer review & quality gate design	Cloud modernization Azure, MS Fabric, Databricks, Snowflake — migration & re-platform delivery AI integration Azure OpenAI, Copilot, agentic AI, RAG — governed production deployment Executive advisory C-suite & board engagement, investment cases & transformation mandate Presales renewal AI-native proposals, CRM pipeline, outreach automation & win analytics Change adoption Organizational enablement, capability building & sustained behavior change Decision intelligence
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Decision Board™ frameworks, structured accountable decision-making

Thought leadership

IP development, POVs, speaking & market positioning for renewal services

Product & platform IP

Agentic infrastructure/data-lake deployment tooling, mobile-cloud applications

CORE LEADERSHIP CHARACTERISTICS

- **Visionary Renewal Strategist:** Sees what an organization can become — technically and organizationally — and designs the renewal program that gets it there: not just a better system, but a better way of working with that system. Translates renewal vision into phased, executable programs with visible progress at every milestone.
- **Strategic & Decisive Under Ambiguity:** Digital renewal programs are inherently ambiguous — the legacy state is complex, the target state is evolving, and the organization resists change. Brings the architectural judgment and decisive leadership required to make hard calls on platform selection, wave sequencing, scope prioritization, and organizational trade-offs under real constraints.
- **Relentless Outcome Focus:** Measures renewal programs by what changed in the business — not what was deployed in the platform. Tracks modernization ROI, adoption rates, and organizational capability metrics with the same rigor applied to pipeline performance and cost reduction, ensuring renewal produces durable value rather than a new layer of technical debt.
- **Integrator of Modernization & Transformation:** Holds the thread between technical modernization and organizational transformation — preventing the common failure mode where IT delivers a new platform that the business never adopts. Ensures every modernization decision is paired with an organizational readiness plan, and every transformation initiative is grounded in architectural reality.
- **Builder of Renewed Organizations:** Leaves behind teams that can sustain and extend the renewal independently — not teams that are dependent on the renewal architect for every platform decision. Invests in knowledge transfer, runbook authorship, internal capability building, and governance design that outlasts the engagement.

PROFESSIONAL EXPERIENCE

Principal Advisor | Soverion AI LLC

Oct 2025 – Present

Colorado (Remote / Hybrid)

Built and led an enterprise advisory practice helping executives modernize how decisions are made by aligning data, AI, and platform strategies to measurable business outcomes.

- **Decision unlocked:** Designed executive Decision Board™ frameworks enabling C-suite leaders to move from insight consumption to structured, accountable decision-making.
- **Revenue influenced:** Shaped data and AI strategies across \$160M+ in client revenue initiatives spanning financial services, manufacturing, infrastructure, and regulated industries.
- **Complexity removed:** Defined integrated sales, marketing, and technology strategies — accelerating pipeline conversion by 35% and GTM execution speed across engagements.
- **Advisory authority:** Delivered thought leadership at Microsoft, Snowflake, Databricks, SAP, and CDAO events, positioning clients and the firm as decision-intelligence leaders.
- **Publishing & thought leadership platform:** Launched The Sovereign Signal, a broadsheet-style thought leadership newsletter distributed to an enterprise executive audience, translating digital renewal and decision-intelligence themes into recurring market-facing content.
- **Agentic product development:** Built agentic software tooling for automated infrastructure and data lake deployments — compressing environment provisioning and Fabric/Databricks/Snowflake object deployment from a manual, ticket-driven process into a repeatable, self-service capability.
- **Mobile-cloud extension:** Developed mobile phone cloud applications extending platform and advisory capability beyond the desktop — giving executive clients on-the-go access to decision-support tooling.

Senior Solution Architect – Microsoft Practice | Blue Orange Digital

Feb 2025 – Oct 2025

New York, NY

Digital Renewal Architect for a boutique analytics and AI consultancy — leading both the technical modernization (Azure, Microsoft Fabric, Databricks, AI platform build) and the organizational transformation (practice operating model, team development, GTM redesign) of the Microsoft practice simultaneously.

- **Modernization lens:** Designed and delivered enterprise hybrid cloud migration architectures — SAP/Oracle/SQL Server to Fabric Lakehouse, ADF pipeline re-engineering from legacy ETL, PySpark transformation layer design, Power BI Direct Lake semantic model delivery, and Azure OpenAI/Copilot AI integration with governed access controls.
- **Transformation lens:** Redesigned the Microsoft practice operating model — redefined the offering portfolio, established delivery governance standards, rebuilt the GTM motion (co-sell, ECIF/PFE funding, Microsoft field alignment), and developed the team through structured enablement and mentorship programs that elevated independent delivery capability.
- **Renewal synthesis:** Built a reusable AI-native presales workflow — using Claude and GPT for proposal synthesis, Gamma for executive presentation production, Dynamics 365 and Viva Sales for CRM pipeline management, Salesloft for outreach sequencing, and Gong for conversation intelligence — compressing sales cycles while maintaining solution quality.
- Developed next-generation agentic AI frameworks integrated into enterprise Fabric platforms — translating AI modernization (the technical renewal) into AI adoption narratives (the organizational renewal) that made abstract platform capability concrete and investment-worthy for executive decision-makers.
- Delivered \$4.5M in new project revenue — the measurable outcome of a practice that was simultaneously technically renewed (modern platform capability) and organizationally transformed (new market positioning, team capability, and commercial discipline).

Enterprise Fabric Solutions Architect | Carpenter Technology Corporation

Jul 2024 – Jan 2025

Reading, PA

Digital Renewal Architect for a Fortune 1000 specialty metals manufacturer — designed and delivered a complete renewal of the organization's analytics estate: technically (SAP ECC dependency eliminated, governed Fabric Lakehouse delivered, AI-ready architecture established) and organizationally (operating model redesigned, governance council established, internal teams capable of sustaining and extending the platform independently).

- **Modernization lens:** Architected and delivered the full technical renewal — parameterized ADF pipelines for SAP ECC and Azure SQL extraction, PySpark Silver transformation notebooks with Spark optimization, T-SQL Gold layer in Fabric Warehouse, Power BI Direct Lake semantic models, Microsoft Purview governance (catalog, lineage, sensitivity labels, RBAC), and Azure OpenAI/Copilot AI readiness integration.
- **Transformation lens:** Redesigned the analytics operating model — eliminated production ERP dependency for analytics workloads, established data ownership accountability across Finance/Operations/Supply Chain, designed governance council structure and data stewardship roles, and produced operational runbooks and architecture standards that internal teams owned and executed independently post-delivery.
- **Business case renewal:** Built the executive investment narrative — ROI model, phased investment roadmap, risk analysis, and board-ready renewal business case — securing full C-suite commitment to the transformation mandate before technical delivery began.
- **AI renewal roadmap:** Established the foundation for the next renewal phase — Copilot integration with sensitivity guardrails, Azure OpenAI governed access patterns, agentic AI use case roadmap — positioning the renewed platform as the data foundation for enterprise AI adoption, not just better analytics.
- Delivered 80% platform cost reduction as the closed-loop modernization ROI — paired with a renewed organization that was governing, operating, and extending the platform independently — the definitive proof that renewal produces outcomes that modernization alone cannot.

Director, Client Solutions | Quantum Consulting Corporation

Mar 2023 – Jul 2024

Mead, CO

Digital Renewal Architect within a \$2.4B global IT consulting firm — advising enterprise clients on integrated modernization and transformation programs, and simultaneously renewing the firm's own delivery model through global ecosystem expansion and practice standards development.

- **Enterprise renewal advisory:** Led C-suite engagement on integrated digital renewal programs — assessing legacy Oracle, Teradata, and on-premises EDW estates; designing cloud-native target architectures (Azure Synapse, Microsoft Fabric, Databricks, Snowflake); producing phased renewal roadmaps with TCO models; and advising on the organizational changes (roles, governance, capability) required to sustain the technical renewal.
- **Organizational renewal:** Redesigned the global delivery model — expanded partner ecosystem across US, Canada, LATAM, India, and Eastern Europe; established delivery standards and architecture governance frameworks; and built the global team capability required to pursue and win larger, more complex renewal engagements.
- **Practice renewal:** Defined renewal-oriented consulting frameworks — assessment methodology, renewal roadmap templates, operating model design guides, and governance council design playbooks — creating reusable IP that made the firm's renewal advisory services more consistent and scalable.

- Mentored and developed senior renewal architects across six geographies — building the consulting team capability to independently lead both the technical and organizational dimensions of enterprise digital renewal programs.

Director, Cloud Strategy | Inviso Corporation

Apr 2022 – Mar 2023

Bellevue, WA

Built and led a complete digital renewal of a Microsoft-aligned technology partner — technically (new Azure data platform capability, co-sell GTM model) and organizationally (new team, new operating model, new market positioning) — producing 200% revenue growth in under 12 months.

- **Technical renewal:** Designed the Azure cloud data platform practice from zero — cloud migration methodology, ADF pipeline delivery standards, Synapse Analytics design patterns, Power BI enterprise governance, and Microsoft co-sell GTM integration with ECIF/PFE funding — creating the technical capability required to compete for enterprise renewal engagements.
- **Organizational renewal:** Rebuilt the commercial operating model — new team structure, sales engagement stack (Salesloft, LinkedIn Sales Navigator, HubSpot), delivery governance standards, and Microsoft alliance operating model — transforming a firm with legacy consulting patterns into a modern, Microsoft-aligned renewal delivery organization.
- Delivered 200% revenue growth: the compounding outcome of simultaneous technical and organizational renewal — proof that modernizing the platform capability without transforming the operating model produces half the result.

Manager, Strategy & Analytics | Deloitte Consulting LLP

Apr 2021 – May 2022

Denver, CO

Digital Renewal Architect within Deloitte's Strategy & Analytics practice — leading integrated technical modernization and organizational transformation programs for Fortune 500 clients across financial services, healthcare, and consumer sectors.

- Led enterprise digital renewal programs for Fortune 500 clients: assessed legacy Oracle and Teradata EDW environments; designed Azure Synapse and Databricks target architectures; delivered Purview governance frameworks; and advised on the organizational renewal required to sustain the technical changes — including data ownership models, stewardship accountability, and analytics capability development.
- Governed data governance renewal: directed Purview catalog implementations, metadata strategy design, lineage capture, and sensitivity classification — treating data governance as the organizational renewal component of the technical data platform modernization, not a separate workstream.
- Led presales for \$160M+ in new renewal project revenue — using AI-assisted proposal tools, structured discovery frameworks, and executive-level renewal investment narratives that translated complex technical modernization architecture into board-ready transformation business cases.

Manager, Solutions Architecture | Datasource Consulting (EXL)

Sep 2020 – Apr 2021

Denver, CO

- Led Azure cloud and data platform renewal engagements: SQL Server to Azure SQL MI migration, SSIS to ADF ETL renewal, on-premises reporting to Power BI enterprise governance transformation — pairing each technical renewal with stakeholder enablement, governance design, and adoption planning.
- Built the practice's digital renewal delivery framework — assessment methodology, cloud architecture standards, governance requirements, and adoption planning templates — enabling consistent, high-quality renewal delivery across the team.

Cloud Architect | Datavail

Oct 2017 – Sep 2020

Broomfield, CO

- Principal digital renewal architect for enterprise data platform modernization programs — delivering technical renewal (DB2-to-Azure migration, SSIS-to-ADF re-engineering, Power BI reporting transformation) and organizational renewal (stakeholder enablement, governance model design, capability development) across financial services, retail, and media clients.
- Contributed to \$28M in cloud analytics growth through renewal-framed delivery — positioning technical modernization as the enabler of organizational transformation rather than an IT project, and validating renewal ROI through documented business outcome measurement.

Senior BI Architect | CenturyLink / Level 3

2016 – 2017

Broomfield, CO

- Led enterprise analytics platform renewal for a global telecommunications organization: re-engineered the semantic layer architecture, optimized ETL from SSIS to T-SQL batch patterns, implemented columnstore indexing strategy — enabling \$400–500K MRR uplift through the combined effect of technical renewal (faster, more reliable data) and organizational renewal (stakeholder trust in analytics data quality).

- Architected a recurring revenue expansion strategy delivering \$39M in annual impact — increasing MRR by \$500K per cycle and scaling to a \$72M ARR run rate — demonstrating that analytics platform renewal translates directly into enterprise revenue performance at scale.

Earlier Experience — BI Architect / Technical Analyst | Colorado

2014 – 2016

- Delivered enterprise data platform and analytics solutions — developing the foundational modernization skills and stakeholder engagement discipline that underpin all subsequent digital renewal program leadership.

WHAT COLLEAGUES & CLIENTS SAY

“Andrew is a visionary technology leader whose expertise in cloud platforms and enterprise integration consistently delivers transformative business outcomes. His strategic thinking and technical acumen have driven growth and operational excellence across diverse industries. Andrew builds high-performing teams and trusted client relationships, making him an invaluable asset in digital transformation initiatives.”

— Senior PMO, College of Charleston

“Andrew is a visionary leader who brings out the best in his teams and consistently delivers results that exceed expectations.”

— Senior Partner, Deloitte Consulting LLP

DIGITAL RENEWAL CLIENT PORTFOLIO

Carpenter Technologies (SAP ECC → MS Fabric — Fortune 1000 full enterprise renewal, 80% cost reduction) • General Motors Financial (Azure + Databricks — Fortune 500 analytics renewal) • HCSC (Azure — regulated healthcare data renewal) • Nestlé USA (Azure — global enterprise analytics renewal) • Flowers Foods (Azure + Databricks — analytics modernization) • Johnson Brothers (MS Fabric + Power BI + SAP — distribution analytics renewal) • Marine Federal Credit Union (Azure + Databricks — regulated financial services renewal) • American Red Cross (Azure + Power BI — mission-critical platform renewal) • Hanover Re (Azure + AWS + Power BI — multi-cloud reinsurance renewal) • Sony Digital Media (AWS + QuickSight — enterprise analytics renewal) • Duty Free Americas (Azure + Power BI — retail analytics renewal) • CenturyLink / Level 3 (SQL Server EDW — telecom analytics renewal)

CERTIFICATIONS & CREDENTIALS

Microsoft Agentic AI Business Solutions Architect Expert	Azure Solutions Architect Expert
AI Transformation Leader	Fabric Data Engineer Associate
Azure Administrator Associate	Azure AI Engineer Associate
Databricks Certified Data Engineer Associate	TOGAF 9 Certified – Enterprise Architecture Framework
Azure Fundamentals AI Fundamentals Power BI	AWS Solutions Architect Coursework

EDUCATION

M.S., Agricultural Business — Royal Veterinary and Agricultural University

B.S., Wildlife Science — University of KwaZulu Natal