

MAXWELL MATTOX

Data Architect | AI Enablement | Governed Data for AI

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SUMMARY

Data architect with 8+ years at Brown-Forman (since 2018) in financial and commercial data, now focused on AI enablement and data governance. I use AI assistants and direct access to a data lake to build governed data capabilities that deliver value, and I'm helping my team adopt the same way of working. Designed and launched a talk-to-data proof of concept at Brown-Forman (10 test users, with access controls and guardrails). Leading the architecture model for an enterprise-wide FP&A platform. Implemented a Salesforce MRM application for 100+ global users, including change management. Expert in SQL, data modeling, and semantic modeling; build with Python and web tooling alongside AI assistants.

SKILLS

Core competencies: AI enablement, change management, data governance, data modeling, semantic modeling, master data management, FP&A, stakeholder management, SQL, data quality, talk-to-data / natural language analytics

AI Enablement: AI enablement, AI-assisted data engineering (schema exploration, SQL, data and join validation), talk-to-data / natural language analytics (generative AI, large language models), access controls & guardrails, rollout design, cost modeling across model tiers

Data Architecture & Governance: data governance, data modeling, semantic layer & semantic/dimensional modeling, data ownership & metric definitions, data-readiness frameworks, lineage, data-quality testing, master data management (MDM)

Languages & Query: SQL (window functions, cohort analysis, query optimization), Impala, JDBC/ODBC connectivity

AI-Assisted Development: Python, JavaScript/TypeScript, HTML/CSS, used with AI coding assistants to build pipelines, tooling, and demos

Platforms (examples): Cloudera data lake / Impala, Abacus AI, SAP BW to Business Data Cloud, Semarchy MDM, Tableau, Salesforce (CRM administration, custom MRM application), Kinaxis (data model ETL and analytics)

Planning & Finance Data: enterprise FP&A (financial planning & analysis) / connected-planning architecture, executive financial reporting, reconciliation across sources, RGM / commercial P&L modeling

EXPERIENCE

Lead Data & Analytics Architect | Brown-Forman, Louisville, KY (global spirits & wine) | 2025 – Present

- **Use AI assistants connected directly to our Cloudera data lake** for schema exploration, SQL writing, and data and join validation and, as part of my AI enablement work, help my team adopt the same workflow.
- **Talk-to-data proof of concept (launched May 2026), a new capability at Brown-Forman that I designed and launched.** Optimized the Cloudera Impala storage strategy to enable JDBC/ODBC connections to Abacus AI, so users can chat in natural language and get self-service analytics on curated data sets (supply/demand planning, finance P&L). Set up the access controls and guardrails for what the AI can query.
- **Early results and scale-up.** 10 test users today, designed to scale to 100+ across finance and supply chain. The proof of concept is also helping us weigh cheaper versus frontier large language models (LLMs), and I keep extending it to new use cases.
- **Leading the architecture model for the enterprise-wide FP&A (financial planning & analysis) platform** (phase 1 go-live December 2026, phase 2 March 2027). Designed with input from business process owners: semantic data models and cross-source integrations (SAP/ERP, Cloudera data lake, Semarchy MDM) for planning, forecasting, and executive reporting.

- **Established a “Business Readiness” data governance framework** aligning stakeholders on data ownership, metric definitions, and standards before build, improving adoption and trust through stakeholder management in a matrixed global organization.
- Architected the enterprise data fabric behind the global supply/demand planning platform (SAP/ERP and Cloudera data lake integrations, master data management in Semarchy MDM), working through engineering teams who built the pipelines to my requirements and creating a single source of truth that improved forecast accuracy and inventory management.
- Supported the ETL of data models going into and out of Kinaxis, a supply chain planning tool, during its implementation, and designed data models that produced analytics for supply and demand planning teams.
- Designed and productionized a global Sell-in vs. Sell-out data model, harmonizing internal P&L structures with external market data into one reconciled executive view.
- Led architecture for the SAP BW to Business Data Cloud (BDC) migration (SAP’s Databricks-powered cloud platform), defining cloud data-integration architecture and downstream analytics frameworks.

Senior Business Systems Analyst | Brown-Forman, Louisville, KY | 2023 – 2024

- Designed Revenue Growth Management analytics and global finance data products, integrating price-optimization platforms with financial reporting for P&L visibility.
- Led projects and coordinated cross-functional teams across business and IT.

Business Analyst | Brown-Forman, Louisville, KY | 2021 – 2023

- Implemented a Salesforce marketing resource management (MRM) custom application for budget tracking across \$250M+ in annual advertising and promotion spend, with 100+ users worldwide, including rollout, user adoption, and change management.
- Built finance, sales, and marketing Tableau dashboards across US and LATAM markets; administered the supporting Salesforce applications.

Consumer Insights Analyst | Brown-Forman, Louisville, KY | 2020 – 2021

- Introduced Google Data Studio for consumer and shopper-profile reporting.

Digital Compliance Specialist | Brown-Forman, Louisville, KY | 2018 – 2020

- Designed a data model that generated legal copy for digital assets across 30 languages.

PROJECTS

AI-assisted data engineering workflow (self-directed; synthetic data): maxwellcreates.com

- Worked example of building a small data warehouse with an AI assistant while I direct it: 7 source tables and about 5,500 rows, SQL data models, 16 automated data-quality checks that caught all 6 seeded defect types, and a documented review of where the initial AI draft was wrong and how it was fixed.
- Companion talk-to-data demo with metrics defined once in a semantic layer, an evaluation set scored against gold answers (115 of 124 questions correct), and a governance page covering role-based access, refusals, and audit logging.

EDUCATION

Indiana University, Bloomington – B.S., Informatics, Computing & Engineering (2017). Minors: Human-Centered Computing, Business.