

Nikolay Baakh

HEAD OF AI

CONTACT

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TECH STACK

AI & ENGINEERING

RA6pgvectorLLM APIs

FastAPIReactTypeScript

Docker

DATABASES

ClickHousePostgreSQL

MySQL

ORCHESTRATION

Apache Airflowdbt

ANALYTICS & BI

Apache SupersetPostHog

HolisticLookerTableau

Google Sheets

PROGRAMMING

PythonSQLREST APIs

LANGUAGES

EnglishFull Professional

RussianNative

BY THE NUMBERS

3+Years in AI

20Max Team Size

3Teams Built

5+Years in Data

PROFESSIONAL SUMMARY

I build production AI systems and lead the teams that ship them: agents, RAG knowledge bases, natural-language access to company data, and the security and reliability work that gets them in front of real users. Before AI, I built data departments: as Head of Data across iGaming, B2B SaaS, and affiliate marketing, I set them up from scratch, ran teams of up to twenty, and designed the pipelines and warehouses underneath.

EXPERIENCE

Head of AI · Analytics Platform

May 2026 – Present

Confidential Client · Cyprus (Remote) · Contract

- Built a natural-language-to-SQL/Python agent over Postgres/ClickHouse with schema introspection and execution safety nets; scales with additional MCP connections
- Implemented an auto-updating pgvector RAG knowledge base — hybrid retrieval, re-embedding, access control, per-answer confidence; added deep research and sandboxed code execution for charts and calculations
- Built a React + TypeScript admin UI with observability, logging, docs, and runtime settings; shipped Slack bot and Jira integration
- Productionised end-to-end: streaming chat, OIDC/Keycloak SSO + RBAC, Docker + GitLab CI; documented full API via Swagger
- Led security & reliability hardening across ~50 tested fixes — SSRF, IDOR, OIDC account-takeover, concurrency bugs

PythonFastAPIClickHousepgvectorReactTypeScriptRAGDocker

Head of Data Department

Sep 2025 – Apr 2026 · 8 mo

Confidential B2B iGaming Tech Provider · Lisbon, Portugal

- Built an AI usage framework for analysts, cutting task execution time across the team
- Built and led a 10-person data team (2 engineers, 4 analysts, 2 devs, 1 PM, 1 web analyst)
- Designed all-inclusive data strategy for the B2B SaaS firm; advanced analytics for customer engagement and KPIs
- Developed ClickHouse data warehouse with real-time insights; implemented PostHog user behaviour tracking
- Deployed Apache Superset for product metrics, platform analytics, and B2B CLV dashboards
- Built data pipelines and APIs for frontend-backend data delivery interfaces

ClickHouseSupersetPostHogAirFlowPythondbtMySQLPostgreSQL

Head of Data Department

Jan 2025 – Sep 2025 · 9 mo

Confidential iGaming Affiliate Company · Netherlands

- Developed an AI-driven framework for the data engineering team, roughly halving pipeline shipping time
- Built data department from scratch; hired and directed a team of 5 (2 engineers, 3 analysts)
- Architected scalable ELT pipeline (Python + dbt + Airflow → ClickHouse), integrating Affilka and Affise APIs
- Developed buyer-side traffic payback model enabling traffic valuation and distribution decisions
- Deployed Holistic for the company's first centralised dashboards; surfaced key structural financial issues

ClickHousePythondbtAirflowHolisticMySQLPostgreSQLREST APIs

Product Chief Analytics Officer

Aug 2024 – Jan 2025 · 6 mo

01tech · Belgrade, Serbia

- Introduced AI tooling into the data analytics workflow across the org
- Coordinated 3 full-cycle analytics teams across Data, Engineering, BI, Web, and Business Analytics
- Executed large-scale ETL refactoring; led strategic planning, resource plan, and department budget
- Integrated user retention costs (bonuses, promo codes, call center, support) into traffic payback formulas
- Drove a product-centric approach with the business; tightened quality control around business value
- Created competency matrices and individual development plans for team leads

Team Lead of Data Analysis

Aug 2023 – Aug 2024 · 1 yr 1 mo

01tech · Belgrade, Serbia

- Established and launched Marketing Analytics team of 6 Data Analysts
- Implemented data analysis standards for the company's marketing activities
- Built key BI tools the leadership relies on for operations: end-to-end real-time traffic, employee efficiency, traffic payback, and user cohort analysis
- Introduced AOV-based ROAS and ROI analysis method for the marketing department
- Mentored analysts from Junior → Middle+ and Middle → Senior levels

Lead Data Analyst

Apr 2023 – Aug 2023 · 5 mo

Ocean Digital · Almaty, Kazakhstan

- Designed custom data extraction pipelines integrating third-party APIs with cleaning and transformation stages
- Built interactive Looker dashboards for key stakeholders enabling quick access to critical metrics
- Maintained databases with 2,000+ manual records per month ensuring data quality and consistency

LookerSQLPythonREST APIs

Data Analyst

Oct 2022 – Mar 2023 · 6 mo

LLC "ПРО ДИЗАЙН" · St Petersburg, Russia

- Self-initiated data analyst role within a 26-store finishing materials retailer; gained NDA access to Postgres/1C and CRM databases
- Built analytical reports that informed commercial and operational decisions for senior management

PostgreSQLSQLCRM Analytics

Marketing Specialist (Self-employed)

Jan 2020 – Jan 2022 · 2 yr 1 mo

Entrepreneur · Russia

- Developed and executed social media strategies for multiple clients; collected and analysed campaign performance data
- Leveraged data insights to optimise campaigns — which led to a self-directed transition into Data Analytics

EDUCATION

Data Analyst from Zero to Middle

Netology (Нетология)

Oct 2022 – Apr 2023

Biotechnical Systems and Technologies

Unfinished Bachelor's Degree · Tomsk Polytechnic University

Sep 2014 – Jun 2017