Alexander Severinsen

Machine Learning Engineer

Om meg

- 49 år, gift med Linda, 3 barn
- Løper, ski, jakt og fluefiske
- Opptatt av miljø og bærekraft
- Jobber for det meste i `R` og `SQL`, men om jeg må også `Python`.
- Maskinlæring, automatisering av rapporter og webapplikasjoner som plattform for analyse

Arbeidserfaring

2022-	Machine Learning Engineer. Måling og verifikasjon av energitiltak. Modellutvikling. Aneo AS
2020-2022	Machine Learning Engineer. Ansvar for videreutvikling av energiovervåkningsystemer (EOS), inkl. sanntidsovervåking. Trønderenergi Kraft AS
2016-2020	Med-grunnlegger / Data scientist. Tech lead for utvikling av EOS med prognosebasert overvåkning av energibruk. Løsningen er i bruk for mer enn 2000 næringsbygg. Storekeeper AS. Selskapet ble solgt til TrønderEnergi Kraft i 2020
2011-2016	Rådgiver / Data scientist. Innleid i ulike data science prosjekter i Elkjøp, Telenor Mobil, Canal Digital, Inge Steensland. Severinsen AS
2010-2011	Førsteamanuensis i markedsføring. Handelshøgskolen, UiT Norges arktiske universitet
2007-2010	Senior CRM analytiker. Ansvarlig for å utvikle prognosemodeller vha. maskinlæring. Telenor SA
2003-2007	Stipendiat, markedsføring. Handelshøgskolen, UiT Norges arktiske universitet
2000-2004	Markedsanalytiker. Ansvarlig for å dokumentere effekten av generisk markedsføring i Spania og Japan. Compario AS

Utdanning

2018-2023	**Industriell PhD**, *Increased sustainability in the food retail sector through Measurement and Verification of energy conservation measures*, Norges miljø- og biovitenskapelige universitet, Ås.
2003	**Research fellow**, *Økonometri, markedsføring og forbrukermodellering*, Massey University, Palmerston North, New Zealand.

1994-2000 **Master**, *Spørreundersøkelser på Internett - design og implementering av surveys*, Norge fiskerihøgskole, Tromsø.

Publikasjoner

○ Severinsen, Alexander, and Øystein Myrland. 2022. *ShinyRBase: Near real-time energy saving models using reactive programming.* Applied Energy, Volume 325, 119798. `https://doi.org/10.1016/j.apenergy.2022.119798`

○ Severinsen, Alexander, and Øystein Myrland. 2022. *Statistical learning to estimate energy savings from retrofitting in the Norwegian food retail market.* Renewable and Sustainable Energy Reviews, Volume 167, 112691. `https://doi.org/10.1016/j.rser.2022.112691`.

○ Severinsen, Alexander, and Rob J. Hyndman. 2019. *Quantification of Energy Savings from Energy Conservation Measures in Buildings Using Machine Learning.* In ECEEE Summer Study Proceedings, 757–66. `https://research.monash.edu/en/publications/quantification-of-energy-savings-from-energy-conservation-measure`

○ Severinsen, Alexander, and Helen Marita Holst Sørensen. 2022. *A 3-step framework to benchmark potential and actual energy savings in retrofitting projects.* Currently under review in Sustainable Cities and Society. `https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4181531`

○ Fagerström, Jonathan, Kari Aamodt Espegren, Josefine Selj, and Alexander Severinsen. 2019. *Forecasting and Technoeconomic Optimization of PV-Battery Systems for Commercial Buildings.* In ECEEE Summer Study Proceedings, 949–54.

○ Lind, A., J. Selj, J. A. Tsanakas, P. Arnestad, and A. Severinsen. 2017. *Shaving the Peaks through Statistical Learning: Smart Use of Solar Energy and Storage Solutions.* In ECEEE Summer Study Proceedings, 1177–84.

○ Severinsen, Alexander, and Helen Marita Holst. 2017. *Using Machine Learning and Mathematical Programming to Benchmark Energy Efficiency of Buildings.* In ECEEE-Summer Study Proceedings, 1083-1089

Presentasjoner

○ "Quantification of Energy Savings from Energy Conservation Measures in Buildings Using Machine Learning". ECEEE 2019 Summer Study on energy efficiency. June 7. `https://paperpile.com/shared/m2NqR1`

○ "Lastprognoser - et 60 sekunders glimt". Horisont 2020. 20 Mars 2019. Det Norske Teater. `https://www.youtube.com/watch?v=30pkeJ3Ajow&t=297s`

– "Completely Missing Subject? Handling Missing Data in the Social Sciences". QMSS Conference. June 20-23. 2007. Prague. `https://paperpile.com/shared/EsSmdi`

○ "Cognitive Models as Indicators of Success: Measuring the Effect of Generic Advertising". Johan Arndt Markedsføringskonferanse. 25-27 April 2007. `https://paperpile.com/shared/hy5aD7`

○ "Balancing Aggresive and Defensive Marketing Strategies Using Efficient Time as a Benchmark". Johan Arndt Markedsføringskonferanse. 25-27 April 2007. `https://paperpile.com/shared/cXXehC`

○ "The Choice Between Originality, or Replicating Old Work? A Case Study of How to Improve Confidence through Statistical Simulation". 18 July 2006. Research Methods Festival. Oxford. `https://paperpile.com/shared/Wb9dz6`

- "The Joint Effect of Promotion in Multiple Media - Exceeding the Level of Profitable Communication". December 1-6. ANZMAC. Brisbane. `https://paperpile.com/shared/q0Q8GG`