

# Alexander Severinsen

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*Machine Learning Engineer*

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## About me

- 49 years old, married to Linda, 3 kids
- Likes running, skiing, hunting and fly fishing
- Avid user of R and SQL. Enthusiastic Python user
- Keen interest in report automation and analytics as web applications

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## Work experience

- 2022- Machine Learning Engineer. Aneo AS
- 2020-2022 Machine Learning Engineer. Trønderenergi Kraft AS
- 2016-2020 Co-founder / Data scientist. Storekeeper AS. Energy mangement system. Acquired by Trønderenergi AS
- 2012-2017 Owner, consulting / Data scientist. Severinsen AS
- 2010-2011 Associate Professor. UiT Arctic University of Tromsø
- 2007-2010 Senior CRM Analyst. Telenor SA
- 2000-2007 Market Researcher. Compario AS

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## Education

- 2018-2021 **Industrial PhD**, *Increased sustainability in the food retail sector through Measurement and Verification of energy conservation measures*, Norwegian University of Life sciences.
  - Ås, Norway
- 2003 **Research fellow**, *Econometric & consumer modeling*, Massey University.
  - Palmerston North, New Zealand
- 1994-2000 **Master degree**, *Automation of queries on the web*, The Norwegian College of Fishery Science.
  - Tromsø, Norway

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## Publications

- 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>.

Øvre Gunnaråsen 21, 3475 Sætre

☎ +47 993 77455 • ✉ [alexander.severinsen@gmail.com](mailto:alexander.severinsen@gmail.com)

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- 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>
- 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

## Unpublished working papers

- 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](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4181531)
- Severinsen, Alexander, and Helen Marita Holst. 2009. “Benchmarking the Advertising Efficiency of the Top 100 US Advertisers”
- Severinsen, Alexander, and Øystein Myrland. 2006. “Synergy or Substitutability? The Joint Effect of Advertising and Promotion in Multiple Media”.

## Conference presentations

- “Lastprognoser - et 60 sekunders glimt”. Horisont 2020. 20 Mars 2019. Det Norske Teater. <https://www.youtube.com/watch?v=30pkeJ3Ajoy&t=297s>
- “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>
- Alexander, Severinsen, Katja Grünberg. “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>
- Severinsen, Alexander, and Terje, Vassdal. “Balancing Aggressive and Defensive Marketing Strategies Using Efficient Time as a Benchmark”. Johan Arndt Markedsføringskonferanse. 25-27 April 2007. <https://paperpile.com/shared/cXXehC>
- Alexander, Severinsen. “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.
- Severinsen, Alexander, and Øystein Myrland. “The Joint Effect of Promotion in Multiple Media - Exceeding the Level of Profitable Communication”. December 1-6. ANZMAC. Brisbane. <https://paperpile.com/shared/q0Q8GG>