Alina Zdrenghea

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Analytics professional with a strong background (+19 years in FMCG industry) successful at managing multiple assignments while meeting tight deadlines, focused on developing and streamlining procedures and finding innovative, cost-effective solutions. 5+ years of Project management experience and 4+ year of Scrum master experience continuously looking for methods to improve the Scrum process.

Experience

**Analytics, Data & Integration Tech Lead / Solution Architect / at Nestle**

**(R&D, MD, T&P QM)** January 2019 – (3.8 years)

**Microsoft Azure AI certified May 2022**

**Microsoft Azure** **Data Scientist Associate certified July 2022**

Oversee a team of developers focused on analytical solutions, including software development, product releases, and engineering tasks. Act as **solution architect or data engineer** when lack of resources. Evaluate the teamwork processes and best practices and implement changes to streamline operations.

Responsible for the technical vision of the product (application and integration architecture); providing leadership, facilitation, analysis, and design tasks required by a product or an integrated chain of products.

Create architectural artifacts reference architectures, decision tree, guidelines etc. and oversee implementation and delivery, using **Well-Architected Framework** considering the pillars: Reliability, Security, Cost Optimization, Operational Excellence, Performance Efficiency

Create roadmaps for IT landscape/parts of it based on the IT Strategy and aligned with business needs. Contribution to IS/IT Strategy by research, evaluation to the selection of technology and product standards. Contribution to the Strategy on technology/tool usage to achieve (CI) / (CD).

Delivering innovation by leveraging new technologies and approaches to renovate, extend, and transform the existing core technology base and IS/IT estate.

**GLOBE Business Analytics Senior Solution Designer at Nestle**

January – December 2018 (1 year)

Designing the essential core building block's that make up a technical solution, producing a modular and flexible design that meets the business requirements.

Oversee a team of developers focused on analytical solutions, including software development, product releases, and engineering tasks

Designing a solution that is as elegant, optimized, modularised and reusable as possible, ensuring the design is flexible and extensible.

Guide on the effective use of solutions and architectures to achieve business outcomes in alignment with business requirements and the overall Enterprise Architecture

Provide E2E solution architecture design and recommendations to the vendor

Collaborate with stakeholders to understand business goals and support delivery outcomes

Collaborate with other Architects for successful delivery of program streams and individual projects. Collaborate with the Enterprise Architect ensuring that Solution Architectures are in alignment with the overall EA and Technology strategy

Uphold the architectural governance principles and good implementation design for architectural deliverables.

Contribute to the effective management of risks and issues associated with Solution designs.

Explore and prototype new tools & technologies and identify how to leverage them when

industrializing solutions.

**SAP & non-SAP Business Analytics Lead at Sanofi** April 2017- December 2017 (<1 year)

Driving analytics solutions from the business and functional side with the ownership as technical leader role of onshore technical teams and offshore development teams.

Oversee a team of designers and developers focused on analytical solutions, including software development, product releases, and engineering tasks

Performing demos and trainings on S4HANA Analytical Apps, Analysis for Office, Lumira and Bex queries, for the business community including the knowledge transfer to implementation partner

Responsible for the project phrases tracking including defining the scope, creating detailed project plan, resource utilization, creation of the weekly status deck, validation of deliverables and rescheduling in case of delay on deliverables.

Leading the implementation of S4HANA Analytical Apps (+150) and BW4HANA Standard Queries (+67) including custom development in both S4HANA and BWHANA (+100) for all streams: controlling, trade (commercial, marketing and sales) finance, supply chain, treasury.

Responsible for the solution - applying the decision tree, high-level architectural specifications, ensuring feasibility, functionality, and integration with existing systems/platforms (DW, Business Objects, TM1, QlikView, MicroStrategy)

Responsible for the creation of guidelines and methodology for business requirements gathering process (Documentation Package: Reporting deck (ppt), Roadmap, Report (KPIs) ID, Report Design Specification: Functional Specification & Technical Specification), capturing the requirements and writing the FS &TS in case of overload in the onshore team

Responsible for the creation of Development Guidelines for BWHANA, SAP BO: Webi, Analysis for Office, Lumira 2.0 and supervising the developers to follow the guidelines

**SAP Business Analytics Senior Consultant at Seidor** June 2016 – April 2017 (<1 year)

Implementing business analytics solutions to help different companies in assessing, visualization, and understanding of business processes and customer data in new ways; to gain strategic insights, identify business opportunities, and predict outcomes – to make the right decision in the moment across their business.Technologies used: SAP Business Objects, SAP Business Warehouse, SAP Hana Studio

**Business Process Excellence Consultant at Xerox** April 2014 - May 2016 (2 years 2 months)

***Recognized with RISE Gold Award by the FIRMENICH*** for automation projects in Geneva

• KPI implementation and automation with SAP BW and SAP BO for (O2C, B2A, D2S, S2P)

• Process Monitoring Controls Implementation with SAP BW & SAP BO (O2C, B2A, D2S, S2P)

• Capital Investment - Audit Results Project - with Macro to link Excel with Outlook

• Capital Investment - SAP Repository Project - with SAP objects for storage and reporting

Working closely with the Global Process Transformations Directors to design and implement the KPIs and process controls as part of the Business Process Excellence projects.

Working with the Global Business user community and IT Business Analysts to analyse business needs, document requirements, create and get the approval for the proof of concept, develop technical designs and to deliver technical solutions.

Responsible for delivering the Business Intelligence solutions to the end user in a structured framework based around the SAP Business Objects and SAP Business Warehouse platform.

Manage multiple concurrent projects in a fast-paced, results-oriented environment.

Support Analytics expertise around the globe to ensure best in class creation of dashboards, reports, and analyses to identify business opportunities and/or risks.

Chart existing business processes to define current business activities for the development of procedures and models.

Research, review, and analyse the effectiveness of and efficiency of existing processes and develop strategies for enhancing or further leveraging these processes.

Prepare and deliver reports, recommendations, or alternatives for improving processes for operational solutions.

**Reporting and Quality Analyst at Wipro** May 2010- April 2014 (4 years)

Proposed, developed, and implemented P2P, MDM, R2R process changes and improvements for RECKITT BENCKISER client

Designing the various tracking mechanism for the process performance metrics and business process controls (KPI/BVI), consolidating the process performance data (manual/system generated) and providing standard reports to stakeholders (Client/Process Owner/Quality Lead) in defined frequency

Attended Lean Six Sigma and Rapid Improvement Events to identify optimal streamlines

Led the development of new reporting methods using SAP BW, BASE or JDE systems

**OM Specialist at FM Logistic, Procter & Gamble** June 2006 - May 2010 (4 years)

Responsible for the sales and distribution in the Balkan Market, Appling Small Country Model for assigned market. Timely and Accurate Order Processing and execution until product is delivered and unloaded in the customer warehouse working closely with logistic department and carriers.

Coordination with the production planners and quality department to manage out of stock situation and/or damage/missing claims.

Analysis on goods issued but not invoiced deliveries; price reconciliations analysis for offers and promotions. Led the development of new sales and distribution reporting methods using SAP schedule jobs

**Komax Operator Kromberg & Schubert** June 2003 – July 2005 (2 years)

*Skills, Expertise & Courses (more Licenses & certifications on my Linkedin page)*

*Machine Learning and Artificial Intelligence*

*DP-100 Designing and Implementing a Data Science Solution on Azure*

*DP-090 Implementing a Machine Learning Solution with Microsoft Azure Databricks*

*AI-100T01-A - Designing and Implementing an Azure AI Solution*

*Proficiency in KNIME Analytics Platform (Citizen Data Science Platform)*

*AI Product Management Specialization*

*Ethics in the Age of AI Specialization*

*Ethics of Artificial Intelligence by Politecnico di Milano*

*Solution Architecture*

*AZ-305 Designing Microsoft Azure Infrastructure Solutions*

*AZ-304 Microsoft Azure Architect Design; AZ-303 Microsoft Azure Architect Technologies*

*AZ-203: Developing Solutions for Microsoft Azure*

*DP-200&201L01-A - Designing and Implementing Azure Data Solution*

*Snowflake: Hands On Essentials - Data Warehouse; Snowflake: Data Sharing*

*SAP stack: ERP, SAP BW, SAC*

Education

**AI Product Management Specialization** (2022 4 months)

**Duke University**

Manage the Design & Development of ML Products (*CRISP-DM methodology)*

Machine Learning Foundations for Product Managers

Managing Machine Learning Projects

Human Factors in AI

**Software Product Management Specialization** (2019 6 months)

**University of Alberta, Canada**

Introduction to Software Product Management    
Software Processes and Agile Practices    
Client Needs and Software Requirements   
Agile Planning for Software Products   
Reviews & Metrics for Software Improvements

**Business Analytics Specialization** (2017 6 months)

**The Wharton School University of Pennsylvania, US**

Data analytics: Descriptive Analytics, Predictive Analytics and Prescriptive Analytics to inform and recommend business decisions in the specific areas of marketing, human resources, finance, and operations.

**Bachelor's degree, Faculty of Marketing and International Business**

**Spiru Haret University (USH) Bucharest, Romania** (2010 - 2013 3 years)

Marketing Research, Marketing Policies, Marketing Information Systems, Marketing of Services, Marketing Management, Banking Marketing, Projects Marketing, International Marketing, Programs Marketing, Social and Political Marketing, Web Marketing, Consumer Behaviour

**Customhouse Officer, International Business/Trade/Commerce**

**Technical School Henri Coanda, Timisoara Romania** (2003 – 2005 2 years)

Languages

Native or bilingual proficiency in English, Romanian and Spanish