

Henrik Lindberg

Senior Data Scientist

18 years in software development, 15 years management, 12 years in Data Science

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Many well intentioned data initiatives end up as failures for reasons that are often human rather than technical: The question didn't give to a sufficient or actionable answer. Or the answer wasn't complete, wasn't actionable, or simply could not be understood by whomever needed it.

Having spent twenty years building software, most of it in management teams and with agile impact driven product development, I thrive by giving superpowers to curious people. Every organization I work in turns out to be full of brilliant people, with bright minds and an intuition that longs for deeper mental models. Young and senior, at every level -- over and over people show the potential they have lying dormant, potential that can be opened up with numbers and data given on their terms and in ways they can relate to.

I've made several companies data driven, both as a formal leader and through daily work. As a leader in start-up and scale-up companies, I have a strong track record of creating productive teams and establish very high flow of deliveries. As a Data Science practitioner, I've created many actionable mental models, environments for analysis, and tools for all levels from the front-desk to the board of directors. Common through all my work is my no-nonsense and impact driven focus on aligning qualitative and quantitative data, to make sure people not only get the insight they need, but also to embed it in their intuition.

This is how to get data to actually transform.

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Experience

Senior Data Scientist (Aug 2019 - present)

Freelance

Helping companies mine for gold in their data; in particular to create and support a data driven culture, to use data and clever technologies to build excellent products, and in general to help curious people to become experts of what they do.

CTO / Senior Data Scientist (Aug 2017 – Aug 2019)

Studentvikarie AB - Edtech / Digital Marketplace

Manager of the product development team with 10-15 members. Built a data driven organization in both technology and culture, as well as prognoses and optimization. Among many other things, this brought the company to their first major round of investment.

CTO (Sep 2016 – Aug 2017)

Zimpler AB - Fintech

Manager of the product development team with about 15 developers, product managers, and designers. Responsible for technology development and operations, including staff, process and strategy. Outside my managerial responsibilities, I performed data and business analysis for both product development and the management team.

Manager / Senior Analyst (Oct 2015 – Sep 2016)

Svenska Spel AB

Manager for a cross functional team of about ten members. In parallel, data analyst within our development process for problem gambling analytics and prevention.

CTO / Head of Research and Services (Oct 2008 – Oct 2015)

Playscan AB - Data Analysis Consultant / Problem Gambling Prevention

Responsible for product development, deliveries, operations and staff. Created an impact driven process with an exceptionally high capacity of delivery, staff that grew both professionally and personally, installations at several of the major national gambling companies in Europe with in total 4.5 million users, as well as good relations with out customers which allowed us to develop in an exploratory process towards end customers.

Education

Business Analyst (Mar 2008 - Oct 2008)

Freelance / Ogame Network - Gaming Industry

- 1) Investigated and wrote a Business Case of costs and benefits of introducing multiple currencies in the offering and organization.
- 2) Project Manager to create a marketing strategy for the company's B2C business.

Software Developer / Head Architect (Jun 2002 - Mar 2008)

Boss Media AB - Gambling Industry

Tech Lead in a business development project to create the world's first server based VLT system. The job consisted of everything from development to on-site operations, with much travel and many international contacts. This project came to multiple the company's public market value five-fold.

After this, Head Architect and half-time acting CTO within the management team.

Software Engineering

1999 - 2002, Blekinge Institute of Technology