

# MARCO DUINKERKEN

FREELANCE DATA PROFESSIONAL

33 YEARS OLD

BASED IN AMSTERDAM, THE NETHERLANDS

## CONTACT

 LINKEDIN [linkedin.com/in/marco-duinkerken](https://www.linkedin.com/in/marco-duinkerken)

## EMPLOYMENT HISTORY

- |                           |   |
|---------------------------|---|
| AUG 2020 → <b>Present</b> | <b>Freelance Data Professional at Dewpoint Advisory</b> , Amsterdam, NL<br>As a Freelance Data Professional, I support companies in structuring and leveraging their data to enhance decision-making and operational efficiency.  |
| APR 2017 → MAR 2020       | <b>Data &amp; Analytics Consultant at Avanade</b> , Utrecht, NL<br>Took various roles such as Data Engineer, Machine Learning Engineer and Data Analyst, leveraging solutions from the Microsoft ecosystem such as Azure, SQL Server, SSIS and Power BI.  |
| MAY 2014 → MAR 2017       | <b>Working Student at Generali Verzekeringen</b> , Diemen, NL<br>Supported the Business Information Management on various initiatives such as: <ul style="list-style-type: none"><li>• Implementing the COBIT IT Governance framework</li><li>• Conducted analyses of architecture scenarios, bolstering IT Portfolio Management efforts</li><li>• Formulated and instituted data policies, aligning with GDPR prerequisites</li><li>• Identify and categorize types of personal data processed to prepare for GDPR</li></ul> |

## EDUCATION

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|---------------------|---|
| SEP 2015 → JUN 2017 | <b>Master of Science at University of Amsterdam</b> , Amsterdam, NL<br>Specialization in Business Information Systems and electives in Data Science |
| SEP 2011 → JUN 2015 | <b>Bachelor of ICT at Amsterdam University of Applied Sciences</b> , Amsterdam, NL<br>Specialization in IT Management                               |

## CERTIFICATIONS

- |                    |   |
|--------------------|---|
| COLLIBRA           | Solution Architect  |
| DAMA INTERNATIONAL | Certified Data Management Practitioner - Associate  |
| GOOGLE CLOUD       | Cloud Digital Leader  |
| MICROSOFT          | Azure Solution Architect – Azure Security Engineer – Identity and Access Administrator<br>Data Science Professional Program – Power BI Data Analyst |
| PROSCI             | Change Management Practitioner  |
| SCRUM.ORG          | Professional Scrum Master I   |

## LANGUAGES

- |         |                                  |
|---------|----------------------------------|
| DUTCH   | Native proficiency               |
| ENGLISH | Professional working proficiency |

## PROFESSIONAL EXPERIENCE

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JUN 2024 → *Present*

### Data Governance Architect at Global manufacturer, SE

Data Governance Architecture Data Platform Architecture Microsoft Azure Snowflake

Advisory on digitalization program

- Set digitalization objectives and key results, strategy, roadmap and change management approach
- Define target operating model and solution architecture
- Support on roll-out across regions and business functions

OCT 2023 → JAN 2024

### Project Manager at European Investment Bank, Luxembourg, LU

Data Governance Architecture

Supporting Data Governance tool selection process:

- Ensured Steering Committee was consistently informed and engaged on the selection process
- Coordination with business and IT, to obtain objectives and ambitions of the target solution
- Identified and articulated pain points, use cases, functional- and technical requirements

APR 2023 → JAN 2024

### Data Governance Architect at Red Bull GmbH, Salzburg, AUT

Data Governance Architecture Microsoft Purview Collibra

Supporting Data Catalog tool selection process

- Review, refine and compose RFP materials e.g.: (non)-functional requirements, data governance use cases, business use cases
- Evaluate responses and vendor presentations
- Provide recommendations to stakeholders on next steps regarding federated data catalog solution architecture, data governance and change management

FEB 2023 → SEP 2023

### Solution Architect at Lansweeper, Flemish region, BE

Data Platform Architecture Snowflake Microsoft Azure Microsoft Power BI

Transition a scale-up to a data centric way of working:

- Advisory on the tooling composition of a modern data platform solution architecture
- Collaborate with finance, sales and marketing to define data domains, business concepts and metrics
- Implement the calculation and visualization of metrics for finance, sales and marketing

NOV 2022 → SEP 2023

### Data Governance Architect at Schneider Electric, Paris, FR

Data Sharing Attribute Based Access Control Collibra

Roll out of Data Sharing Agreements on a global scale:

- Advisory on the global adoption of Data Sharing Agreements and a practical implementation in Collibra Data Intelligence Cloud
- Change management through managing communications with business partners and vendors

OCT 2022 → NOV 2022

### Data Governance Expert at Colt, London, GB

Collibra

Led a series of workshops for the initial setup and usage of Collibra Data Intelligence Cloud.

MAY 2022 → SEP 2022

### Data Governance Architect at NOS, Lisbon, PT

Data Mesh Collibra Google BigQuery Google Dataplex DQ

Roll out Data Mesh on Cloud environment:

- Define and implement Data Governance capabilities and use-cases
- Translate the definitions to a Collibra Data Intelligence Cloud-based solution design
- Translate the definitions to a Product Backlog
- Implement the use-cases in Google Cloud Platform and Collibra Data Intelligence Cloud
- Create materials to on-board business units

MAY 2022 → JUL 2022

## Data Governance Architect at Alliander, Arnhem, NL

Data Mesh Collibra

Assess, adapt, and accelerate Data Mesh Governance Implementation:

- Evaluation of sustainability of the Asset Model to support defined use cases, ensuring coherence with tools, processes, and the Operating Model
- Configured use cases by identifying essential components for Data Domain adoption, facilitated efficient metadata exchange through integrations and trained and coached the data office
- Assure operating model supports Conceptual Information Model, Data Privacy, Data Classification, a more robust Data Access authorization process, Data Retention policies and standards, and managing external data in the solution

JUN 2021 → JUL 2022

## Data Governance Architect at Orange Group, Paris, FR

Collibra Google BigQuery

Set up Data Governance as a Managed Service in a Telecommunication company on a global scale:

- Define Data Governance use-cases to offer as managed services to business units, translate the definitions to a Collibra Data Intelligence Cloud-based solution design, translate the definitions to a Product Backlog, implement the use-cases in Collibra Data Intelligence Cloud-based and create materials to on-board business units.
- Implement a solution that streamlines the control specification for and access requests to data objects on Google Cloud Platform, leveraging Data Classification- and Data Retention frameworks to adapt workflows (outputs) based on data object characteristics.
- Advisory and execution of the migration from the Data Galaxy data catalog to Collibra Data Intelligence Cloud data catalog for one of the client's local operating companies.

JUN 2021 → FEB 2022

## Data Governance Architect at Vodafone GmbH, Düsseldorf, DE

Data Governance

Roll out a Data Governance Office for the German branch of a multinational telecommunications company:

- Set up an Agile-based Data Governance Product Target Operating Model using a roadmap driven by an 'Objectives and Key Results'-framework to develop capabilities using a Data Mesh approach with value-based prioritization using strategic, organizational, business, functional and technical dimensions.
- Embed Data Domain-driven Ownership and Data Classification to accelerate Data Governance Operationalization and to prioritize Data Domains for on-boarding based on their risk and/or value.

AUG 2020 → JUN 2021

## Cloud Platform Expert at Proximus Group, Brussels, BE

Data Governance Microsoft Purview REST API Collibra Azure SQL Database Azure Data Lake Storage Azure Synapse

Roll out cloud-based Data Governance capabilities by:

- Leveraging native features of both Microsoft Azure and Collibra Data Intelligence Cloud
- Building a custom integration between Microsoft Purview (data catalog) and Collibra Data Intelligence Cloud
- Implementing a solution that streamlines the processes of responsibility assignment, data classification, control specification, control monitoring and access requests for data objects on Azure, leveraging a Data Classification framework to adapt workflows based on data object characteristics.

FEB 2019 → FEB 2020

## Data Quality Consultant at Alliander, Arnhem, NL

Data Governance Data Quality Management Shiny (R) Oracle DB

Built a new multidisciplinary team that focusses on monitoring data quality and delegating data quality improvements. My responsibilities included:

- Define a data quality monitoring innovation roadmap for asset management
- Implement custom built data quality monitoring solutions
- Advise on data governance practices to support the improvement of data quality for asset management

APR 2018 → JAN 2019

## Data Engineer at Essity, Gothenburg, SE

Internet Of Things Data Platform Azure IoT Hub Azure Event Hub Azure Digital Twin Azure Data Lake Storage Azure Data Factory Azure SQL Database Azure Storage Azure DevOps Services Azure Databricks Microsoft Power BI

Built a cloud-based IoT data platform for an hygiene and health company on a global scale.

Activities included:

- Build an analytics-architecture for a cloud-based data platform processing IoT-data
- Facilitate and improve the vendor selection process to test a service in development
- Develop a new business model based on possibilities provided by PaaS-services
- Advise on value creation from IoT-data by taking advantage of PaaS- and SaaS-services

FEB 2018 → MAR 2018

## Machine Learning Engineer at Heineken Nederland, Zoeterwoude, NL

Deep Learning Object Recognition TensorFlow Azure Deep Learning Virtual Machine Azure Storage Azure Data Factory Azure SQL Database Microsoft Power BI

Built a cloud-based deep learning image recognition solution that calculates retail KPIs 'share-of-shelf' and 'planogram compliance' based on pictures taken by account managers in stores.

SEP 2017 → JAN 2018

## Data Engineer at Heineken Nederland, Zoeterwoude, NL

Data Migration Microsoft Dynamics CRM Microsoft Dynamics 365 Kingsway Soft Microsoft SQL Server SQL Server Integration Services Microsoft Power BI

Prepared and executed the data migration of a CRM solution from on-premises infrastructure to the public cloud

APR 2017 → AUG 2017

## Machine Learning Engineer at Heineken Nederland, Zoeterwoude, NL

Azure SQL Database Azure Machine Learning Studio Microsoft Power BI

Built a cloud-based machine learning solution that predicts the success of marketing campaigns and reduces campaign costs.