Marco Duinkerken

Freelance Data Professional

33 years old

Based in Amsterdam, the Netherlands

Contact

in LinkedIn   linkedin.com/in/marco-duinkerken

Employment history

Aug 2020 → *Present*   **Freelance Data Professional** at **Dewpoint Advisory**, Amsterdam, NL

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   **Data & Analytics Consultant** at **Avanade**, Utrecht, NL

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   **Working Student** at **Generali Verzekeringen**, Diemen, NL

Supported the Business Information Management on various initiatives such as:
- Implementing the COBIT IT Governance framework
- Conducted analyses of architecture scenarios, bolstering IT Portfolio Management efforts
- Formulated and instituted data policies, aligning with GDPR prerequisites
- Identify and categorize types of personal data processed to prepare for GDPR

Education

Sep 2015 → Jun 2017   **Master of Science** at **University of Amsterdam**, Amsterdam, NL

Specialization in Business Information Systems and electives in Data Science

Sep 2011 → Jun 2015   **Bachelor of ICT** at **Amsterdam University of Applied Sciences**, Amsterdam, NL

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
	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

Jun 2024 ➜ *Present*

Data Governance Architect at **Global manufacturer**, SE

`Data Governance Architecture` `Data Platform Architecture` `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.