







STEPHAN DURRY

Analytics enthusiast with the ambition to make data teams successful using a modern & lean tech stack. I started my career in the publishing sector before stepping foot into digital media & the Berlin startup scene. Today, my team processes data of 10M+ soccer fans globally. While providing insights for business-critical decision-making, I managed to create an environment of psychological safety that helps each individual grow and learn on a daily basis. I am looking for the next step of my career that should take me to a media powerhouse working abroad.

WORK EXPERIENCE

- today
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2019-10
- **Head of Data & Insights**
Berlin, Germany  Onefootball
- Today, the Data & Insights department consists of 3 disciplines - Insights, Data & Machine Learning. Providing high quality data and insights is our core. However, we started leveraging data to fuel ML/AI products in the area of NLP and recommender systems.
- 2019-09
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2017-07
- **Data Lead**
Berlin, Germany  Onefootball
- In my role I was responsible for setting up the basic analytics infrastructure at Onefootball - processing 15bln user events monthly. I introduced first frameworks for ETL and data modeling which fed area specific dashboards for newsroom and marketing among other teams. Editors were able to improve week-day retention by 5ppt due to better user segmentation.
- 2017-06
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2016-03
- **Business Analyst**
Berlin, Germany  Onefootball
- 2013-04
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2012-03
- **Executive Assistant to CEO**
Madrid, Spain  Motor Presse
- Being my first job, the role taught me a lot about stakeholder management and communication. Preparing and debriefing internal and external meetings fostered routines that I use on a daily basis up until today. Most important was my contribution in the development of a digital media strategy for publishing brands in international markets.

EDUCATION

- 2015-03
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2013-04
- **M.Sc Econometrics**
Aachen, Germany  RWTH Aachen
- 2010-03
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2007-08
- **B.Sc Business Administration**
Cologne, Germany  University of Cologne



CONTACT

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ANALYTICS SKILLS

Languages: R, Python

Data Stack: dbt, airflow, AWS (Glue, Redshift Spectrum, S3), Metabase, Tableau

Analytics Experience: Customer Analytics, Content Performance, Marketing Attribution, CLTV Modelling

Engineering Experience: ETL, Data Lake Infrastructure, Data Testing, CI/CD Implementation, Workflow Orchestration

Source code is available on [github](#).

Last updated on 2020-01-22.