





STEPHAN DURRY



A self-taught analytics enthusiast with the ambition to make data teams successful using lean infrastructure and the right 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
|
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
|
2017-07
- **Data Lead**
Berlin, Germany  Onefootball
- In my role I was responsible for setting up the basic analytics infrastructure at Onefootball - processing 10bln 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 10ppt due to better user segmentation.
- 2017-06
|
2016-03
- **Business Analyst**
Berlin, Germany  Onefootball
- 2013-04
|
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
|
2013-04
- **M.Sc Business Administration**
Aachen, Germany  RWTH Aachen
- 2010-03
|
2007-08
- **B.Sc Business Administration**
Cologne, Germany  University of Cologne

CONTACT

✉ stephan.durry@gmail.com

🌐 sdurry.com

📞 +49 175 2679086

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

The source code is available on github.com.

Last updated on 2020-01-22.