Tobias Mejstad

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Summary

- 8+ years of work experience, from all of the Scandinavian countries
- 6+ years of hands-on experience in Business Intelligence, Data Warehousing & Advanced Analytics
- Industry experience from finance, logistics, telecommunications, outsourcing, defense and FMCG
- M.Sc. Information Systems, with highest honors, Lund University (Sweden)
- B.Sc. Business and Economics (finance conc.), Lund University and Queen's School of Business (Canada)
- Certified in SAS (Advanced), R and SPSS. Experience with a range of other tools and technologies.

Selected Career History

Senior Consultant, Business Intelligence & Analytics *March 2014 - Present*
Advectas, Malmö/Stockholm, Sweden

Senior Business Intelligence & Analytics Professional.

Domain expert in the areas of data mining and predictive/advanced analytics.

Involved in pre-sales, training and presentation activities.

Main projects:

– Data Infrastructure Consultant at a major Swedish bank. Architect/lead developer for the back-end parts of a highly prioritized data warehousing/business intelligence solution involving the launch of a new savings product. The solution was developed based on SAS software development best-practice and was imperative for being able to follow up the results of the product launch. The project had an international focus and involved collaboration with multiple parts of the business.

Technologies: SAS Base, SAS Macro, Batch & Powershell programming

– Developer in relation to reporting needs at one of Sweden's largest FMCG companies. Adviser in areas related to data warehousing, business intelligence and reporting. My work resulted in their solutions becoming more reliable, performant and easier to understand.

Technologies: IBM Cognos BI, MS-SQL, T-SQL, SSIS, Movex, Batch & Powershell programming

– Architect and lead developer for a multi-million SEK data integration and forecasting solution for a large multinational company within the outsourcing industry. The solution included a multitude of data sources, complex logic and was developed by several consultants. It enabled the business to get a consolidated, "one-truth", overview of the current situation as well as being able to plan ahead with greater accuracy. I am a trusted advisor in relation to the solution as well as continuing efforts within the areas of data warehousing and business intelligence.

Technologies: Oracle (PL/SQL), IBM Data Manager, TOAD, MS-SQL, T-SQL, MySQL, Firebird, Avaya, Teleopti, Quinyx, Batch & Powershell programming

Consultant, Business Development *September 2011 - February 2014*
Danske Bank, Copenhagen, Denmark

Worked as an internal consultant as part of the Customer Insights / Business Intelligence & Analytics team.

Main projects:

– Project leader and technology adviser for an overarching data quality and integration project including data marts for delivery from developers in India to the various Business Development departments in Copenhagen.

Technologies: SAS, MS-SQL, T-SQL

– Architect and lead developer for a business intelligence solution for Danske Bank's regional and office managers, enabling them to get an overview of regional performance as well as their advisers' performance. It encompassed all the parts from requirements specification, data cleansing and modeling to dashboard design.

Technologies: SAS Base, SAS Macro, SAS BI Dashboard, SAS Information Map Studio, MS-SQL, DB2

– Jointly responsible for the development environment used by the Business Intelligence & Analytics group, consisting of the full SAS BI Software suite. This included migration, user control, version control, etc.

Technologies: SAS Management Console, SAS BI Software Suite

– Created a customer segmentation model to be used for differentiating customers and tailoring products and solutions to each segment's needs. Quality controlled the segmentation model to ensure its proper performance over time.

Technologies: SAS Base, SAS Macro, MS Excel, VBA

– Lead developer for a business intelligence solution for Danske Bank's business development managers enabling them to track meetings and sales activity over time. The solution included integrating a multitude of data sources as well as complex logic.

Technologies: SAS Base, SAS Macro, SAS BI Dashboard, SAS Information Map Studio, MS-SQL, DB2

– Developed well-performing predictive models (cross-selling, churn) for Danske Bank Sweden. Mentored analysts in the creation of new predictive models for other countries and areas.

Technologies: SAS Enterprise Miner, SAS Base, SAS Macro

– Performed various customer analyses involving statistics in relation to the launch of a new strategy. This included, for example, identifying customer preferences, finding the most profitable customers, where branch offices should be located etc. Continuous work with large datasets including several million customers.

Modeling techniques used included regression models, cluster analysis, decision trees, CHAID etc.

Technologies: SAS Enterprise Miner, SAS Base, SAS Macro, MS Excel, VBA

– Tailored and provided fixes for our performance monitoring of scoring models solution. Automated it and ensured that it worked satisfactory for all of the models.

Technologies: SAS Enterprise Miner, SAS Base, SAS Macro, Batch programming

– Mentored and taught analysts and developers in the areas of statistics, predictive modeling, business intelligence, data warehousing, SAS, etc.

Technologies: SAS Base, SAS Macro, SAS Enterprise Guide, SAS Customer Intelligence Studio, Excel, VBA, etc.

Main responsibilities:

– Business Intelligence development (req. spec, data extraction, cleansing, modeling, dashboard dev.)

– Developed and implemented scoring models (cross-selling, churn etc.)

– Was responsible for our performance monitoring of scoring models platform

– Was jointly responsible for our development environment

– Educated and mentored business users and analysts in analytical tools and concepts

– Performed as well as outsourced statistical & strategic analyses

– Liaised with Group IT and our outsourced Business Analytics Unit in India

– Programming (SAS Macro, SQL, VBA, Batch)

Senior Technology Analyst   *September 2010 - August 2011*
BearingPoint, Oslo, Norway

Worked in the Information Management team, chiefly focused on creating Business Intelligence / Data Warehousing solutions. Received experience working with software from SAS, IBM and Oracle. Our team worked according to the Kimball Data Warehouse Methodology.

Main projects:

- Created the data warehousing parts of a mail forecasting solution for a major Scandinavian logistics company resulting in large savings from reduced waste.
  Technologies: SAS Data Integration Studio, SAS Base, SAS Macro

- Developed a proper BI/DW solution for point-of-sales data giving analysts and controllers at a major Scandinavian logistics company easy access to the right information. Educated users, both in relation to the solution and in the use of the BI tool. The solution was based on very large amounts of data, making performance a key issue.
  Technologies: SAS Data Integration Studio, SAS Web Report Studio, SAS Enterprise Guide, SAS Excel Add-in, SAS Scalable Performance Data Server (SPDS)

- Developed the back-end analytical base tables (ABTs) and additional logic to be used for scoring models (credit risk calculations) in relation to Basel II capital regulations at a major Norwegian bank. This also included calculations of PD, LGD and EAD.
  Technologies: Oracle (PL/SQL), PL/SQL Developer, IBM InfoSphere DataStage

EDUCATION

M.Sc. Information Systems (highest honors) — GPA: 4.0/4.0   *September 2006 - June 2010*
Lund University, Lund, Sweden
Focus on databases and decision support systems
Course representative for several courses at the Master Programme

Exchange studies, Commerce Programme — GPA: 3.83/4.0   *January 2009 - May 2009*
Queen's University (Queen's School of Business), Kingston, ON, Canada
Focus on statistics and operations research

B.Sc. Business & Economics (finance conc.) — GPA: 3.75/4.0   *September 2005 - June 2009*
Lund University, Lund, Sweden
Focus on finance
Delegate member of the student union LundaEkonomerna
International mentor for the incoming exchange students

Natural Sciences Programme   *2000 - 2003*
Heleneholms gymnasium (upper secondary school), Malmö, Sweden
Focus on mathematics and computer science

AWARDS AND HONORS

Top student at the Master Programme in Information Systems at Lund University   *June 2010*

Member of the winning team at Accenture's   *March 2010*
IT Consultant for a Day competition in Copenhagen.

CERTIFICATIONS & ADDITIONAL COURSES

DEV204x Programming with C#, Microsoft via edX   *December 2015*

SAS Certified Advanced Programmer (License AP013954v9)   *May 2015*

SAS Certified Base Programmer (License BP039421v9)   *March 2014*

IBM Certified Associate - SPSS Modeler Data Miner v2	*April 2014*
IBM Certified Associate - SPSS Modeler Data Analysis v2	*April 2014*
R Programming, with distinction - Johns Hopkins University via Coursera	*October 2013*
Banking and Risk Management, course at Danske Bank in Copenhagen	*February 2013*
C# Programming, with distinction - Malmö University	*December 2012*
Information Security - Blekinge Institute of Technology	*June 2005*
Network Technologies - Mid Sweden University	*June 2005*

MILITARY SERVICE

Ballistic Calculation Officer, Mortar Platoon   *June 2003 - April 2004*
P7 Revingehed, Sweden

In cooperation with another officer, I was responsible for a specialist group comprised of six soldiers. Our group functioned as the link between the mortar groups and the other platoons. My responsibilities consisted of leading the group as well as verifying and being responsible for the information that was stored in the systems (e.g. shooting limits, weather conditions) and sent out to the mortars as well as via other communication channels. The role demanded a high attention to detail, technical acumen and being able to operate under stress.

SKILLS

Programming: SAS (Macro), SQL (various flavors), C#/.NET, Java, Python, R, VBA, Batch programming, Shell/Bash scripting, LaTeX, HTML, CSS. Some PowerShell.

Applications: Base SAS, SAS Enterprise Guide, SAS DI Studio, SAS Enterprise Miner, SAS Information Map Studio, SAS Model Manager, SAS BI Dashboard, SAS Web Report Studio, SAS Management Console, IBM InfoSphere DataStage, IBM Data Manager, IBM SPSS Modeler, IBM SPSS Statistics, IBM Cognos BI, Oracle, PL/SQL Developer, TOAD, MS SQL Server, SSIS, MS Visual Studio, MS Office, Lotus Notes, PostgreSQL, SQLite, Qlik, SSH, PuTTY, WinSCP, Cygwin, Git, Subversion, RStudio, Gretl, Visual Rules, Logware, ProcessModel, Palisade's Decision Tools, Movex etc.

Operating Systems: Windows, Mac OS X, Linux, OpenBSD, FreeBSD

Other: Predictive modeling, A/B testing, statistics, Kimball Data Warehouse Methodology, dimensional modeling, Scrum, UML, ER-modeling, version control, data cleansing, web scraping, Unix tools (grep, awk, sed, find, xargs, crontab etc.)

SMALL PERSONAL PROJECTS

– Wrote software for conveniently comparing salaries between companies. The project inlcuded web scraping, data cleansing, database functionality as well as exploring and analyzing the data.
Technologies: Python, SQLite, R, Git

– Wrote software for calculating expected salaries for consultants based on monte-carlo simulations.
Technologies: Python, SQLite, R, Git

LANGUAGES

Swedish: Native proficiency
English: Full professional proficiency
Danish: Professional working proficiency
Norwegian: Professional working proficiency
German: Elementary proficiency

CITIZENSHIP

Swedish