

# 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 (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, SPSS. Experience with a range of other tools.

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## 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 Swedish bank. Architect/lead developer for a highly prioritized Data Warehousing/Business Intelligence solution.  
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.  
Technologies: IBM Cognos BI, MSSQL, 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. Trusted advisor in relation to the solution as well as continuing efforts within data warehousing and business intelligence.  
Technologies: Oracle, IBM Data Manager, TOAD, MSSQL, MySQL, Firebird, 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, MSSQL
- 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, MSSQL, 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, MSSQL, 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 the 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**

*BearingPoint, Oslo, Norway*

*September 2010 - August 2011*

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. This also included educating them, 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 analytical base tables (ABTs) to be used for scoring models (risk calculations) in relation to Basel II capital regulations at a major Norwegian bank.  
Technologies: Oracle, PL/SQL, IBM Datastage

## EDUCATION

<b>M.Sc. Information Systems (highest honors) — GPA: 4.0/4.0</b> <i>Lund University</i> , Lund, Sweden Focus on databases and decision support systems	<i>September 2006 - June 2010</i>
<b>Exchange studies, Commerce Programme — GPA: 3.83/4.0</b> <i>Queen's University (Queen's School of Business)</i> , Kingston, ON, Canada Focus on statistics and operations research	<i>January 2009 - May 2009</i>
<b>B.Sc. Business &amp; Economics (finance conc.) — GPA: 3.75/4.0</b> <i>Lund University</i> , Lund, Sweden Focus on finance	<i>September 2005 - June 2009</i>
<b>Natural Sciences Programme</b> <i>Heleneholms gymnasium (upper secondary school)</i> , Malmö, Sweden Focus on mathematics and computer science	<i>2000 - 2003</i>

## AWARDS AND HONORS

Top student at the Master Programme in Information Systems at Lund University	<i>June 2010</i>
Member of the winning team at Accenture's <i>IT Consultant for a Day</i> competition in Copenhagen.	<i>March 2010</i>

## CERTIFICATIONS & COURSES

SAS Certified Advanced Programmer	<i>May 2015</i>
SAS Certified Base Programmer	<i>March 2014</i>
IBM Certified Associate - SPSS Modeler Data Miner v2	<i>April 2014</i>
IBM Certified Associate - SPSS Modeler Data Analysis v2	<i>April 2014</i>
R Programming, with distinction - Johns Hopkins University via Coursera	<i>October 2013</i>
Banking and Risk Management, course at Danske Bank in Copenhagen	<i>February 2013</i>
C# Programming, with distinction - Malmö University	<i>December 2012</i>
Information Security - Blekinge Institute of Technology	<i>June 2005</i>
Network Technologies - Mid Sweden University	<i>June 2005</i>

## MILITARY SERVICE

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### **Ballistic Calculation Officer, Mortar Platoon**

*June 2003 - April 2004*

*P7 Revingehe, Sweden*

In cooperation with another officer, I was responsible for a specialist group comprised of four 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

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**Programming:** SAS (Macro), SQL (various flavors), C#, R, Python, VBA, Batch programming, Shell/Bash scripting, L<sup>A</sup>T<sub>E</sub>X. Some Java & 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 Datastage, IBM Data Manager, IBM SPSS Modeler, IBM SPSS Statistics, IBM Cognos BI, Oracle, TOAD, MS SQL Server, MS Visual Studio, MS Office, Lotus Notes, PostgreSQL, SQLite, Qlikview, 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 etc.)

## LANGUAGES

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**Swedish:** Native proficiency

**English:** Full professional proficiency

**Danish:** Professional working proficiency

**Norwegian:** Professional working proficiency

**German:** Elementary proficiency

## CITIZENSHIP

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Swedish