Tobias Mejstad

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Summary

- 10 years of consulting experience, chiefly within Data Science, Data Engineering, Business Intelligence and Data Warehousing
- Industry experience from finance, manufacturing, logistics, telecom, healthcare, outsourcing, retail, media, defense and FMCG
- M.Sc. Computer Science, Lund University, Sweden
- B.Sc. Business & Economics, Lund University and Queen's University, Canada
- Broad technical background covering various technologies, e.g. MS Azure, Python, R, C#, SQL Server, SAS, Powershell, Linux

Selected Career History

Owner / Consultant   November 2017 - ff
Mejstad Consulting, Malmö, Sweden

Running my own consulting company with expertise within Data Science, Data Engineering and Business Intelligence.

Main projects:

- Senior Data Engineer at one of Sweden's major food packaging companies. Created and deployed cloud-based data pipelines in relation to predictive maintenance on the MS Azure platform. Translated and quality-checked statistical models and put them into production. Created tools for, as well as being responsible for, the automatic monitoring of pipelines and sensors. Advised on the areas of data science and data engineering. Mentored new employees in the team and interviewed potential employees. Acting as the go-to expert regarding parts of the analytical platform.

  Technologies: MS Azure (Data Factory, Analytics, Data Lake etc.), Azure DevOps, U-SQL, Databricks, PySpark, Python, pandas, R, Powershell, SQL Server, T-SQL, PowerBI, MS Teams

- Senior Data Scientist in the pricing team at one of Sweden's largest retail companies. Defined, performed and interpreted statistical tests related to pricing initiatives, such as price elasticities. The results of the analyses were used in, for example, predicting the impact of pricing changes related to a country-wide service pricing change on a $5 billion turnover market. Advised on ways of working within the area in the future as well as audited and improved existing predictive models.

  Technologies: R (dplyr, tidyr, ggplot2 etc.), RStudio, RMarkdown, Excel, Linux

- Pro-bono project involving the automation of stereological data analyses for research within neuroscience at Lund University.

  Technologies: Python, pandas

Senior Consultant   May 2016 - November 2017
BearingPoint, Malmö, Sweden

Senior Consultant in the IT Advisory practice with projects all over Scandinavia. Domain expert within the areas of Business Intelligence, Data Warehousing & Analytics/Data Science.

Main projects:

- Senior Data Scientist in the CRM team at one of Sweden's largest retail companies. Defined, performed and interpreted statistical tests and customer analyses related to marketing campaigns. The results of the analyses were included in presentations for senior management within the company. Adviced on ways of working within the area in the future.

  Technologies: R (dplyr, tidyr, ggplot2 etc.), RStudio, RMarkdown, Excel, Linux

– Senior Data Scientist for a large Scandinavian media company. The project involved developing and updating predictive (scoring) models related to churn based on best-practices and up-to-date methodologies. I was responsible for the parts related to developing the models and presenting the results, but was also involved in structuring and updating the base data (analytical base tables). Modeling techniques used included Random Forests and Gradient Boosted Machines. Additionally, the CRISP-DM process was followed. The resulting models performed very well with estimated savings from reduced churn of around 400 kEUR per year.

Technologies: Python, scikit-learn, xgboost, Jupyter, MS SQL Server, SSIS, T-SQL, Stored procedures/functions

– Lead developer and mentor for a junior consultant in a Data Warehouse/Business Intelligence project related to changing the data sources for the General Ledger, affecting both COREP and FINREP, within a major Scandinavian bank. I was responsible for the overall architecture as well as guiding and mentoring the junior consultant. The deliveries, which were completed according to schedule, were crucial for the ongoing operation of the bank as well as for ensuring timely delivery of overarching projects within the DW/BI area.

Technologies: Oracle, PL/SQL Developer, IBM InfoSphere DataStage, Confluence, Linux

– Architect/advisor in relation to Data Warehouse/Business Intelligence related areas for a company within the healthcare industry. More specifically, my advice related to architectural Data Warehousing issues the company faced when integrating a new system into its current Data Warehouse environment. I estimated the time it would take to implement the solution, decided on the architectural design and, furthermore, did the majority of the development of the solution before handing it over to the internal developers. The deliveries were completed according to schedule.

Technologies: MS SQL Server (SSIS, SSAS, SSRS), T-SQL, Stored procedures/functions, TakeCare

– Subject Matter Expert in several successful IT Due Diligence projects spanning multiple industries (finance, fintech, consulting, technology), chiefly in the areas of back-end architecture, information management, software development, information security and IT organization. Overall responsibe for the parts related to automated code reviews. Co-author on several IT Due Diligence Reports and furthermore client responsible in a couple of projects.

Senior Consultant, Business Intelligence & Analytics *March 2014 - April 2016*
CapGemini, Malmö, Sweden

Senior Business Intelligence & Analytics professional with projects all over Sweden.

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

Involved in pre-sales, training and presentation activities (presented at an event with 100+ attendees).

Main projects:

– Data Warehouse Architect and lead developer for a multi-million SEK data integration and forecasting solution including pricing models for a large multinational company within the outsourcing industry. During the project I lead three consultants in developing the back-end parts of the solution. The solution included a multitude of data sources, complex logic and was developed by several consultants. It involved collaboration with multiple parts of the business, such as controllers and planners. Furthermore, 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 Server, T-SQL, MySQL, Firebird, Avaya, Teleopti, Quinyx, Batch & Powershell programming

– 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 involving several countries and necessitated collaboration with multiple parts of the business.

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

– Consultant in relation to reporting needs at one of Sweden's largest FMCG companies. Adviser in areas related to data warehousing, business intelligence and reporting. Among other things, I created a solution for monitoring the cube loading process, with potential savings of around 500 kSEK/year. Overall, my work resulted in their solutions becoming more reliable, performant and easier to understand.

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

– Data Warehouse Developer for a Swedish manufacturing company. Responsible for delivering the Data Warehousing parts according to specification. I was also involved in architectural decisions as well as serving as an adviser in areas related to Data Warehousing and data modeling, to ensure that the whole solution (including TM1, MS SQL Server and Qlik) worked in a coherent way. The project included several stakeholders and consulting companies.

Technologies: MS SQL Server, SSIS, T-SQL, Stored procedures/functions, Regular expressions

– Educator in relation to analytics for a media company. Taught analysts how to progress to the next level in relation to their analytics initiatives.

– Data Warehouse Developer for an international scientific manufacturing company. Responsible for delivering fixes and changes to the existing Data Warehouse environment.

Technologies: Oracle (PL/SQL), IBM Data Manager, Oracle SQL Developer

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

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

Continuously worked with business critical analyses and datasets containing several million customers. Regularly gave oral presentations of the insights to various managers in the organization.

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 Server, 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 Server, 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 Server, DB2

– Developed well-performing predictive models (cross-selling, churn) for Danske Bank Sweden. The project included hands-on work from beginning to end of the modeling process, and followed the CRISP-DM methodology. 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 (market-basket analyses, next-best-offer solutions), 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, PCA, 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, ETL, 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

– Software Development/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 using the IRB Advanced method) 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), Oracle SQL Developer, IBM InfoSphere DataStage

M.Sc. Computer Science (highest honors) — GPA: 4.0/4.0 *September 2006 - June 2010*
Lund University, Lund, Sweden

– Course representative for several courses at the Master level

Exchange studies, Commerce Program — GPA: 3.83/4.0 *January 2009 - May 2009*
Queen's University (Queen's School of Business), Kingston, ON, Canada

– Student at one of Canada's most prestigious undergraduate business programs
– Focus on Statistics and Operations Research

B.Sc. Business & Economics (finance conc.) — GPA: 3.75/4.0 *Sept 2005 - June 2009*
Lund University, Lund, Sweden

– Delegate member of the student union LundaEkonomerna
– International mentor for the incoming exchange students

Natural Sciences Program *2000 - 2003*
Heleneholms gymnasium (upper secondary school), Malmö, Sweden

– Focus on Mathematics and Computer Science

CERTIFICATIONS & ADDITIONAL COURSES

SANS Developer Information Security Training	*October 2019*
ITIL Foundation	*September 2017*
C# Programming, level II, with distinction - Malmö University	*June 2017*
DAT209x Programming in R for Data Science, Technical University Denmark via edX	*November 2016*
DAT204x Introduction to R for Data Science, Microsoft via edX	*November 2016*
Information Management Academy (internal education at BearingPoint Munich)	*October 2016*
DAT208x Introduction to Python for Data Science, Microsoft via edX	*June 2016*
QlikView Developer Course, Udemy	*March 2016*
Data Science Bootcamp (Azure Machine Learning, Hadoop, Spark, R), Microsoft, Stockholm	*January 2016*
70-483: Programming in C#, Microsoft (Cert ID: 12796536)	*January 2016*
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, level I, with distinction - Malmö University	*December 2012*
Information Security - Blekinge Institute of Technology	*June 2005*
Network Technologies - Mid Sweden University	*June 2005*

Programming: C#/.NET, Java, Python, R, Powershell, SAS, VBA, SQL, Batch programming, Shell/Bash scripting, some LaTeX.

Software: MS Azure (Data Lake, Data Factory, Analytics etc.), MS PowerBI, MS SQL Server, SSIS, SSRS, MS Visual Studio, 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, Oracle SQL Developer, TOAD, PostgreSQL, SQLite, Qlik/QlikView, SSH, PuTTY, WinSCP, Cygwin, Git, TortoiseGit, Subversion, RStudio, R Markdown, Jupyter, PyCharm, Gretl, Visual Rules, Logware, ProcessModel, Palisade's Decision Tools etc.

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

Other: Predictive modeling, ETL, A/B testing, statistics, Kimball Data Warehouse Methodology, dimensional modeling, CRISP-DM, Scrum, UML, ER-modeling, version control, data cleansing, web scraping, regular expressions, Unix tools etc.

Small Personal Projects

– Wrote software for backtesting as well as monte-carlo simulating stock returns for several different portfolio alternatives over multiple time periods.
   Technologies: R (dplyr, tidyr, ggplot2 etc.), RMarkdown, VBA, Excel

– Wrote software for conveniently importing and comparing salaries between companies. The project inlcuded web scraping, data cleansing and database functionality.
   Technologies: Python, SQLite, Git, Linux

– Wrote software for calculating expected salaries for consultants based on monte-carlo simulations.
   Technologies: R (dplyr, tidyr, ggplot2 etc.), RMarkdown, Git, Linux

– Wrote software for automatically converting text files to audio (MP3) files to be able to listen to articles while commuting.
   Technologies: Shell/Bash scripting, Git, Mac OS X

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.

Languages

Swedish: Native proficiency
English: Full professional proficiency
Danish: Professional working proficiency
Norwegian: Professional working proficiency
German: Elementary proficiency, high school level

Citizenship

Swedish