Tobias Mejstad

http://mejstad.net

tobias@mejstad.net

+46 704 620 279

Summary

- 7+ years of work experience, from all of the Scandinavian countries
- 5+ years of 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), SPSS, R. Experience with a range of other tools.

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, predictive/advanced analytics and data science.

Involved in pre-sales, training and presentation activities.

Main projects:

– 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.
  Technologies: Oracle (PL/SQL), IBM Data Manager, TOAD, MSSQL, MySQL, Firebird, Batch & Powershell programming

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

Working as an internal consultant as part of the Business Intelligence & Analytics / Customer Insights 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 for 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 and churn) for Danske Bank Sweden. Mentored analysts in the creation of new models for other countries and products.

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 which customers that were the most profitable, where branch offices should be located etc.

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 their performance monitoring of scoring models solution. Automated it and ensured that it worked satisfactorily for all of the models.

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

– Mentoring and teaching analysts and developers in the areas of statistics, predictive modeling, 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.)

– Developing and implementing scoring models (cross-selling, churn etc.)

– Being responsible for our performance monitoring of scoring models platform

– Being jointly responsible for our development environment

– Educating and mentoring business users and analysts in analytical tools and concepts

– Performing as well as outsourcing statistical & strategic analyses

– Liaising with Group IT and our outsourced Business Analytics Unit

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

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

Worked in the Information Management team with creating Business Intelligence / Data Warehousing solutions, chiefly focusing on the ETL process. 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

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

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

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

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

CERTIFICATIONS & COURSES

SAS Certified Advanced Programmer

SAS Certified Base Programmer

IBM Certified Associate - SPSS Modeler Data Miner v2

IBM Certified Associate - SPSS Modeler Data Analysis v2

Computing for Data Analysis (R Programming), with distinction - Johns Hopkins University via Coursera

Banking and Risk Management, course at Danske Bank in Copenhagen

C# Programming, with distinction - Malmö University

Information Security - Blekinge Institute of Technology

Network Technologies - Mid Sweden University

SKILLS

Programming: SAS (Macro), SQL (various flavors), C#, R, VBA, Batch programming, Shell/Bash scripting, LaTeX. Some Python, 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, Oracle, TOAD, MS SQL Server, MS Visual Studio, MS Office (Excel, Word, PowerPoint, Outlook, Visio, Access), Lotus Notes, DB2, PostgreSQL, Qlikview, SSH, PuTTY, WinSCP, Cygwin, Git, Subversion, RStudio, Gretl, Visual Rules, Logware, ProcessModel, Palisade's Decision Tools, Movex etc.

Operating Systems: Windows (Server), Mac OS X, Linux, OpenBSD, FreeBSD

Other: Predictive modeling, A/B testing, Statistics, Kimball Data Warehouse Methodology, Scrum, UML, ER-modeling, Version control, Data cleansing, Unix tools (grep, awk, sed, find, xargs etc.)

AWARDS AND HONORS

Best student at the course *Advanced Database Systems*   *October 2009*
at the Master Programme in Information Systems at Lund University.

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

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 four soldiers. My responsibilities consisted of leading the group as well as controlling 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.

Languages

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

Citizenship

Swedish