Tobias Mejstad

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Summary

- 9+ years of work experience, from all of the Scandinavian countries
- 7+ years of consulting experience, chiefly within Business Intelligence, Data Warehousing & Analytics
- Industry experience from finance, logistics, telecom, healthcare, 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 University (Canada)
- Experienced in a range of tools and technologies, e.g. SAS, SQL Server, Oracle, C#, Python, R

Selected Career History

Senior Consultant, Business Intelligence & Analytics   *March 2014 - April 2016*
Advectas, Malmö/Stockholm, Sweden

Senior Business Intelligence & Analytics Professional.

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. My work at the customer 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 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, 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, 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

Production Planner (summer and part-time job)   *June 2009 - February 2010*
Relacom, Malmö, Sweden

During the summer and outside of my studies I worked as a production planner at the telecommunications company Relacom AB. In cooperation with the service manager, I was responsible for around 30 technicians whom I planned and prioritized work for. The goal was to achieve a high level of customer satisfaction with minimal economical and environmental costs. In the role I functioned as the "spider in the web" and consequently customer contact with both private and corporate customers was frequent. To perform my work, I predominantly used the ERP system Movex in combination with Excel.

Sales Representative, Warehouse worker (summer jobs)   *2002, 2004, 2005, 2006*
Skånemejerier, Malmö, Sweden

Worked at the dairy cooperative Skånemejerier during four summers in various positions. During one of the summers I worked as an indoor salesman and customer service representative. Throughout this period I developed my customer service abilities, my sales skills and received a good introduction to how a FMCG company works in practice. I also received experience working with the information system Movex.

Education

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

Awards and Honors

Top student at the M.Sc. Program 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.

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.

Certifications & Additional Courses

DAT204x Introduction to R for Data Science, Microsoft via edX   *November 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, with distinction - Malmö University   *December 2012*

Information Security - Blekinge Institute of Technology   *June 2005*

Network Technologies - Mid Sweden University   *June 2005*

SKILLS

Programming: SAS (Macro), SQL (various flavors), C#/.NET, Python, R, VBA, Batch programming, Shell/Bash scripting, LaTeX, HTML. Some Java and 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, Oracle SQL Developer, TOAD, MS SQL Server, SSIS, MS Visual Studio, MS Office, MS Azure Machine Learning, Lotus Notes, PostgreSQL, SQLite, Qlik/QlikView, SSH, PuTTY, WinSCP, Cygwin, Git, TortoiseGit, 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, 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 (grep, awk, sed, find, xargs, crontab etc.)

SMALL PERSONAL PROJECTS

– 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, 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

LANGUAGES

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

CITIZENSHIP

Swedish