



# JOSEF HEUSSERER

Data Expert

## GUIDING PRINCIPLES

Unlocking the True Potential of Data |  
Driven by Curiosity – Strengthened by  
Experience | Learning Together –  
Growing Together

## CONTACT

PHONE:  
[+43 670 1907448](tel:+436701907448)

EMAIL:  
[josef.heusserer@exenio.io](mailto:josef.heusserer@exenio.io)

WEBSITE:  
[heusserer.info](http://heusserer.info)

 LINKEDIN:  
[josef-heusserer](https://www.linkedin.com/in/josef-heusserer)

LOCATION:  
1020 WIEN, Austria

## ABOUT ME

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Am I a Data Nerd? All my life, I've been driven by the passion to uncover the secrets hidden in data!

I'm a Data-Solution/Information Architect, Data Engineer, Data Scientist, Data Analyst, Data ... Let's keep it simple! As a **Data Expert**, I love making data usable – for decision-making, risk assessment, strategy development, and more.

### What drives me

With my enthusiasm, curiosity, and passion for new, innovative, and practical solutions, practices, and ideas, I aim to inspire others – sparking dialogue and fostering creative synergies.

I'm passionate about developing effective, high-performance applications that optimize processes and solve complex problems.

### My values, strengths, and expertise

- ≡ Commitment & Responsibility: I'm 100% committed to my projects and take ownership.
- ≡ Reliability: I show strong dedication to my work and my colleagues.
- ≡ Persistence: I stick with tasks until they are completed.
- ≡ Technical expertise: I have deep technical skills and a strong understanding of complex systems, built on nearly 30 years of experience as a Data Expert.
- ≡ Problem-solving: I excel at solving complex problems with innovative approaches.
- ≡ Communication skills: I can convey technical details and project expectations clearly and understandably.
- ≡ Analytical thinking: I can dissect complex problems and solve them systematically.
- ≡ Mentor & Leader: I guide and support others, sharing my knowledge and experience to strengthen teams and move projects forward.
- ≡ Focus: I can sustain deep concentration on tasks over long periods.

### When I'm not at my desk, you'll find me ...

- ≡ exploring landscapes and cultures on ultra-long cycling tours.
- ≡ discovering how the human body can optimally deliver energy for endurance performance.
- ≡ learning Spanish.
- ≡ immersing myself in books on personal development and communication.

## KEY SKILLS

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- ≡ Agile Methodologies
- ≡ Agentic AI Workflows
- ≡ Apache Airflow
- ≡ Apache Hadoop
- ≡ Apache Kafka
- ≡ Apache Spark
- ≡ Big Data
- ≡ Claude Code Agentic AI
- ≡ Cloudera Data Platform
- ≡ Data Governance
- ≡ Databases
- ≡ Databricks Data Platform
- ≡ Data Modeling
- ≡ DevOps
- ≡ Enterprise Architecture
- ≡ Enterprise Information Architecture
- ≡ Extract, Transform, Load (ETL)
- ≡ Java
- ≡ Kubernetes
- ≡ Linux & Shell Programming
- ≡ Legacy Application Modernization
- ≡ Microsoft Azure Data Platform
- ≡ Microsoft Fabric Data Platform
- ≡ Openshift
- ≡ PySpark
- ≡ Python
- ≡ SQL
- ≡ Scala
- ≡ Software Design
- ≡ Software development (incl. OO)
- ≡ Telecommunication

### Language Skills

- ≡ German (native)
- ≡ English (fluent)
- ≡ Spanish (B1 – intermediate)

## TURNING DATA INTO CLARITY

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### Big Data, Advanced Analytics & Business Intelligence

Proven expertise in designing and implementing advanced Big Data and BI solutions.

- ≡ Extensive hands-on experience as a Big Data Engineer
- ≡ Design & Lead Development (Python / Airflow / Kubernetes) of the A1-internal Data Ingestion Framework – a strategic tool for managing the A1 Big Data Platform (Cloudera and Azure), replacing legacy ETL/ELT processes
- ≡ Conception and implementation of Big Data solutions (batch and near real-time) in the Hadoop ecosystem (HDFS, Spark, Kafka, Hive, Impala)
- ≡ Development of the central Data Lake at A1 Austria
- ≡ Continuous self-study and adoption of Big Data technologies
- ≡ Contribution to the RFI/RFP for the A1 Austria Data Lake Subscription and subsequent expansion

### Agentic AI Workflows & AI-Augmented Delivery

Capability to accelerate complex engineering and data initiatives by designing and operating semi-autonomous AI delivery workflows.

- ≡ Designing agentic workflows (planning, task decomposition, sub-agent orchestration) for end-to-end delivery across use cases
- ≡ Translating business, regulatory, and technical requirements into executable work packages with clear acceptance criteria and guardrails
- ≡ AI-assisted implementation and refactoring with strong review discipline (quality gates, PR hygiene, traceable changes)
- ≡ Grounding autonomous migration coding agents with deterministic knowledge artifacts – code & data lineage, AST, dead-code analysis – to keep AI output accurate on complex legacy logic
- ≡ Building safe automation patterns (bounded autonomy, human-in-the-loop checkpoints, rollback strategies)
- ≡ Defining evaluation and verification routines (tests, reconciliation, parity checks) to prove functional and data correctness
- ≡ Operationalizing AI in engineering workflows (tool integration, repeatable playbooks, documentation, knowledge transfer)
- ≡ Risk, security, and compliance alignment for AI-enabled delivery in regulated and enterprise environments

## Information Architecture, Data Management & Data Governance

Strong track record in building scalable, business-driven data architectures.

- ≡ Design and implementation of Information Architecture to ensure scalable, efficient, and business-aligned data structures
- ≡ Expertise in data warehouse system development (architecture & processes)
- ≡ Proven track record in analysis, conception, data modeling, and implementation for data warehouse / ETL, Business Intelligence (reporting, OLAP), and operational planning
- ≡ Strong background in data analysis and visualization
- ≡ Requirements assessment and specification: creation of business concepts in close cooperation with stakeholders and requesting departments
- ≡ Solid know-how in operational CRM and campaign management
- ≡ Business understanding across various corporate processes: financial & cost accounting, corporate planning, operational planning, and ERP workflows

## Emerging Skills & Current Learning

In addition to my established expertise, I am actively expanding my skill set to integrate the latest technologies and methods into my Data Engineering practice:

- ≡ Data Science & Machine Learning – currently building solid foundations through structured learning and practical work on a partner project (pro bono), applying ML basics in real-world contexts.
- ≡ Semantic Layer & “Talk to Data” – I am currently exploring semantic data access and conversational data interfaces. I'm fascinated by the idea of making data models accessible through natural language – using semantic and reasoning layers, text-to-SQL engines, and agent-based solutions that connect structured and unstructured data. My focus is on understanding which architecture, tools, and integration approaches deliver the greatest business value while building up hands-on experience in this emerging field.
- ≡ Knowledge Graphs & Neurosymbolic AI – I recently completed the Knowledge Graph Academy with Tony Seale, Jessica Talisman, and Katariina Kari, working hands-on through controlled vocabularies, taxonomies, ontology pipelines, knowledge graphs, and the neurosymbolic loop. This gives me a very practical foundation for building trustworthy, context-aware Enterprise AI services.

These ongoing learning paths are already evolving my core capabilities (Information & Data Architecture, Data Engineering) towards Knowledge Engineering, enabling me to design trustworthy, context-aware solutions that bridge modern AI methods, advanced data platforms, and established enterprise data practices.

## EXPERTISE

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### Beyond the Basics

- ≡ Application Modernization / Migration Strategy
- ≡ Enterprise Architektur Frameworks (TOGAF, TM-Forum)
- ≡ European Union GDPR
- ≡ Information Security & Data Privacy Management
- ≡ Pseudonymization and anonymization procedures (k-anonymity, etc.)
- ≡ Object-oriented analysis and conception
- ≡ Project Management
- ≡ Employee Management and Leadership

### Databases

- ≡ Databricks Delta Lake
- ≡ Microsoft Azure Synapse
- ≡ Microsoft Fabric Lakehouse
- ≡ Hadoop Ecosystem, Hive, Impala
- ≡ Teradata RDBMS
- ≡ Microsoft SQL Server
- ≡ Oracle
- ≡ PostgreSQL
- ≡ Microsoft Analysis Services
- ≡ Others (mySQL, MSM, Caché)

### Selected Tools & Frameworks

- ≡ Atomic Automation Engine (formerly UC4)
- ≡ Claude Code (agentic coding)
- ≡ Data Modeling with CA Erwin / Sybase Powerdesigner
- ≡ DWH-ETL: Teradata, AbInitio
- ≡ Implementation of Planning Systems
- ≡ Power BI, QlikView, MS Reporting Services, IBM/Cognos Reporting
- ≡ Jira & Confluence
- ≡ MS Office incl. Programming
- ≡ WordPress/Joomla/Typo3 CMS

### Programming Skills

- ≡ Big Data Dialects: Python, Pyspark, Java, Scala
- ≡ SQL (T-SQL, TD-SQL, PL/SQL), MDX
- ≡ Shell scripting
- ≡ C++, C#.Net, C
- ≡ Visual Basic, VBA, VB.Net

## PROFESSIONAL EXPERIENCE

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Time	Profession
≡ 2026/01 – now	Co-Founder / Managing Director exenio Services GmbH
≡ 2025/12 – now	Specific Group Austria – Contract as <b>Data &amp; Migration Architect</b>
≡ 2017/05-2025/11	A1 Telekom Austria AG – <b>Lead Big Data Engineer</b>
≡ 2014/02-2017/05	A1 Telekom Austria AG – <b>IT Enterprise Information Architect</b>
≡ 2013/04–2014/02	A1 Telekom Austria AG – <b>DWH/BI Domain Architect</b>
≡ 2012/07–2013/03	Softcom Skillcenter GmbH – <b>DWH/BI Consulting</b>  Exclusive consulting and implementation activities at A1 Telekom Austria AG in the IT Business Intelligence department as a preliminary stage to „internalization“ at A1.  Adoption and execution of the role „DWH/BI – Domain Architect“
≡ 1998 – 2012/06	BOOM Software AG (Leibnitz/Wien) – <b>Head of BI-Software</b>  Management of up to 20 employees in the department and in DWH/BI customer projects.  As Playing Captain, I was responsible for team leadership and project management while also contributing to project design and implementation. My strong communication skills, ability to motivate others, and team spirit supported me in this dual role.  Project management/management of data warehouse (DWH) and business intelligence (BI) projects.  Architecture of data warehouse and information systems.  Analysis, conception, design and implementation of DWH / BI solutions: requirements engineering, DWH modelling, implementation of ETL processes, development of relational and multidimensional frontends, user training.  Analysis, conception, design and implementation of planning solutions in the operational area.
≡ 1995 – 1998	BOOM Software AG (Leibnitz) – <b>Project Lead</b>  Object-oriented software development (analysis, design, implementation) in the banking/leasing/insurance sector.
≡ 1992 – 1995	KN Software GmbH (Graz)  Object-oriented <b>Software Development</b> (analysis, design, implementation) in the field of vehicle trade and import.
≡ 1987 – 1992	Online Computer GmbH / Taylorix GmbH (Graz)  <b>System and Application Development:</b>  Main responsibility for the development of an ERP system with integration of POS systems.  Development of an integrated solution including health insurance billing for pharmacies in cooperation with KWIZDA.  Implementation of individual merchandise management systems for the retail sector.

## PROJECT HIGHLIGHTS, SCOPE & FOCUS AREAS

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### 2026/04 – now, Specific Group – Agentic AI-Driven Oracle Forms Migration

#### Project Scope:

Design and operate an agentic AI delivery framework for migrating a regulatory Oracle Forms application of an Austrian bank to a modern target architecture (Angular frontend, Spring Boot REST microservices, PostgreSQL). The legacy landscape interlocks Forms masks, PL/SQL business logic, and a densely connected Oracle schema, where embedded rules must be systematically extracted, analyzed, and reconstructed without functional drift. Core principle: "Ground the AI before it generates." A deterministic Knowledge Backbone – code lineage, PL/SQL AST, structured form descriptions, and dead-code analysis derived directly from the sources – supplies the context that keeps the autonomous agents accurate. Planning, sub-agent orchestration, and code generation are AI-driven, while architecture ownership, compliance, and quality gates remain with the engineering team.

#### Tasks & Responsibilities:

- ≡ Design of agentic AI workflows (planning, task decomposition, parallel sub-agent orchestration) that transform Oracle Forms and PL/SQL into Angular components and Spring Boot REST services
- ≡ Architecture and build of a deterministic Knowledge Backbone that grounds the AI – code lineage graph, PL/SQL AST, structured Forms descriptions, and dead-code analysis generated read-only from the legacy sources
- ≡ Definition and enforcement of blocking quality gates, architecture-conformance checks, and human-in-the-loop review points across the generation pipeline
- ≡ Implementation of automated parity verification between legacy and migrated logic (dual-run tests against Oracle and Java, decimal-strict reconciliation for financial calculations)
- ≡ Risk, security, and compliance alignment for AI-enabled delivery in a regulated banking environment (EU-hosted models, zero data retention, anonymized test data only)
- ≡ Effort extrapolation and migration-path assessment (brownfield AI migration vs. greenfield) as decision basis for the main project

#### Key Skills & Expertise:

- ≡ Oracle Forms & PL/SQL Legacy Analysis (lineage, AST, dead-code, dependency graphs)
- ≡ AI-Augmented Engineering (agentic workflows, sub-agent orchestration, AI grounding / context engineering)
- ≡ Target Architecture Design (Angular, Spring Boot microservices, PostgreSQL)
- ≡ Automated Parity & Reconciliation Testing in regulated banking
- ≡ Regulatory Compliance & Governance in AI-enabled Delivery
- ≡ Migration Strategy & Effort Estimation (brownfield vs. greenfield)

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### 2026/01 – 2026/05, Specific Group – AI-Accelerated Regulatory Data Platform Migration

#### Project Scope:

Design and operate an AI-augmented delivery framework for migrating a regulatory reporting platform from a legacy data warehouse to a modern cloud-based lakehouse architecture. The migration covers a large-scale transformation landscape where embedded business logic must be systematically identified, analyzed, and reconstructed. Core principle: "Accelerate migration through semi-autonomous AI workflows with human-governed architecture decisions." AI agents handle repeatable analysis, code generation, reconciliation, and documentation – architectural ownership, compliance, and quality gates remain with the engineering team..

#### Tasks & Responsibilities:

- ≡ Design of agentic AI workflows for task decomposition, automated analysis, and code generation across large volumes of transformation objects
- ≡ Definition and enforcement of quality gates, acceptance criteria, and human-in-the-loop checkpoints throughout the delivery pipeline
- ≡ Implementation of automated reconciliation and data parity verification between legacy and target systems (fingerprint-based validation, dependency-aware test strategies)
- ≡ Operationalization of AI tooling within engineering workflows
- ≡ Risk, security, and compliance alignment for AI-enabled delivery in a regulated enterprise environment (data residency, model governance, audit trail requirements)
- ≡ Coaching and enablement of team members for AI-assisted development practices

**Key Skills & Expertise:**

- ≡ AI-Augmented Engineering (agentic workflows, sub-agent orchestration, bounded autonomy patterns)
  - ≡ Data Vault Migration & Transformation Engineering
  - ≡ Automated Data Quality & Reconciliation (statistical fingerprinting, dependency-aware validation)
  - ≡ Regulatory Compliance & Governance in AI-enabled Delivery
  - ≡ Cloud Data Platform Architecture
  - ≡ Coaching & Knowledge Transfer
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**2023-2024, A1 – Project “Data Minions”****Project Scope:**

Design and lead development of an internal data ingestion framework for the A1 Data Platform (Cloudera, Azure Synapse, Teradata DWH). This strategic tool replaced the existing ETL/ELT processes and handles loading for both the data lake and the DWH, ensuring unified and scalable data integration. The core principle: "Easy data staging by specification, not implementation." All required software components are provided within the framework – the data engineer or scientist only specifies the source, basic transformations, and target platform. Execution is performed automatically by the framework via specific Airflow operators.

**Tasks & Responsibilities:**

- ≡ Architecture and design ownership for the framework
- ≡ Lead development with Python, Apache Airflow, and Kubernetes
- ≡ Migration and decommissioning of existing ETL processes
- ≡ Coaching and technical support for other developers

**Key Skills & Expertise:**

- ≡ Big Data Engineering (Hadoop, Spark, Kafka)
  - ≡ Python, Airflow, Kubernetes
  - ≡ Data Governance & Data Ingestion
  - ≡ Leadership & Coaching
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**2018-2024, ongoing, A1 – Lead Data Engineer****Scope & Focus Areas as Lead Data Engineer:**

Design and implementation of big data solutions in the Hadoop ecosystem for both batch processing and near real-time use cases. Knowledge transfer and quality assurance as tutor and coach for the Data Engineering group.

**Tasks & Responsibilities:**

- ≡ Development of data pipelines with HDFS, Spark, Kafka, Hive, and Impala
- ≡ Building scalable, fault-tolerant data processes
- ≡ Implementation of data analytics use cases in close collaboration with business units
- ≡ Development and rollout of pragmatic design guidelines and frameworks for the entire engineering team
- ≡ Onboarding, tutoring, and coaching of new team members
- ≡ Quality assurance in the Data Engineering group through solution design workshops, code reviews, and knowledge transfer in regular team meetings.

**Key Skills & Expertise:**

- ≡ Hadoop ecosystem (HDFS, Spark, Hive, Kafka, Impala)
- ≡ Data pipeline design & implementation
- ≡ Near real-time data processing

- ≡ Collaboration with business units
  - ≡ Team leadership & coaching
  - ≡ Quality management
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## 2022, A1 – Project “Netscout Data Integration”

### **Project Scope:**

Near real-time integration of 3.5 billion Location Session Records (LRS) per day from the network management system Netscout into the A1 Data Lake. The data includes geolocation and network performance metrics and forms the foundation for numerous analytical use cases.

### **Tasks & Responsibilities:**

- ≡ Development of large-scale data extraction and integration
- ≡ Performance optimization for high-volume data streams
- ≡ Use of modern platforms (Kubernetes/OpenShift, HDFS, Spark, Linux shell)
- ≡ Collaboration with analytics teams for downstream data processing

### **Key Skills & Expertise:**

- ≡ High-volume data engineering & streaming
  - ≡ Kubernetes, OpenShift, Apache Spark
  - ≡ Near real-time data integration
  - ≡ Use case enablement for analytics
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## 2018-2024, A1 – Data Lake Platform Migrations

Repeated need to migrate the A1 Data Lake: Hortonworks >> Cloudera >> Cloudera CDP >> Microsoft Azure Synapse.

### Tasks & Responsibilities:

- ≡ Leading role in planning and executing the migrations
- ≡ Ensuring data quality and business continuity
- ≡ Adapting data pipelines (batch and streaming) to new platform architectures
- ≡ Knowledge transfer and training for the teams

### Key Skills & Expertise:

- ≡ Migration of big data platforms
  - ≡ Cloudera, Cloudera CDP, Azure Synapse
  - ≡ Cloud data architecture & data engineering
  - ≡ Project management & change management
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## 2017-2018, A1 – Data Lake Build-Out

### Scope & Focus Areas:

Initial setup of the A1 Data Lake based on the Hortonworks platform. The objective was to create a central, scalable data foundation for big data analyses and advanced analytics.

### Tasks & Responsibilities:

- ≡ Design and build of the technical architecture
- ≡ Implementation of central data pipelines and governance mechanisms
- ≡ Coordination with business units for data provisioning
- ≡ Performance and scalability testing

### Key Skills & Expertise:

- ≡ Data lake architecture & build-out
  - ≡ Hadoop & Hortonworks ecosystem
  - ≡ Data governance & security
  - ≡ Cross-department collaboration
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## 2016-2017, A1 – Data Governance Organization

### Scope & Focus Areas:

Step-by-step build-out of a data governance organization at A1. Introduction of roles such as data owners and data stewards for core master data (e.g., customer master data).

### Tasks & Responsibilities:

- ≡ Development of an organizational structure for data governance
- ≡ Definition of roles, responsibilities, and processes
- ≡ Support in establishing data owners and data stewards
- ≡ Enabling the organization via guidelines and best practices

### Key Skills & Expertise:

- ≡ Data governance & information management
  - ≡ Enterprise architecture & corporate data model
  - ≡ Process design & organizational development
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## 2015-2017 (ongoing), A1 – Transformation to a Data-Driven Company

### Scope & Focus Areas:

Consulting for multiple transformation projects with a focus on data management. Key was the identification of business-critical information for the shift to a “data-driven company” and ensuring these data could be efficiently integrated into the central information pool.

### Tasks & Responsibilities:

- ≡ Analysis and identification of relevant transformation data
- ≡ Consulting on projects to integrate data into central systems
- ≡ Ensuring data quality and long-term usability
- ≡ Contribution to the strategic transformation toward a data-driven company

### Key Skills & Expertise:

- ≡ Enterprise information architecture & data strategy
  - ≡ Business analysis & data integration
  - ≡ Consulting in transformation projects
  - ≡ Communication & change management
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## 2015-2016, A1 – MDM Project “Partymaster”

### Project Scope:

Architecture support for the first master data project “Partymaster.” Migration of customer master data from the host system to a new master data system. Challenge: Many legacy systems were directly integrated with the host and had to be migrated to new interfaces and technologies.

### Tasks & Responsibilities:

- ≡ Architecture support for MDM system integration as a central component of the “data-driven company”
- ≡ Design of integration strategies
- ≡ Support for the migration of customer master data
- ≡ Consulting on governance and master data quality

### Key Skills & Expertise:

- ≡ Enterprise information architecture & MDM
  - ≡ System integration & interface design
  - ≡ Data migration & governance
  - ≡ Stakeholder management between IT and business units
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## 2014-2015, A1 – Master Data Management (MDM) Awareness & Community Building

### Scope & Focus Areas:

Building awareness for the necessity of company-wide master data management. Initiation of an MDM community to anchor the topic across the organization.

### Tasks & Responsibilities:

- ≡ Conducting workshops, awareness campaigns, and stakeholder management
- ≡ Building an MDM community across business units
- ≡ Definition of initial use cases and guidelines for master data management

### Key Skills & Expertise:

- ≡ Data governance & data management
  - ≡ Enterprise architecture & business alignment
  - ≡ Communication & change management
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## 2014/02-2017/05 (ongoing), A1 – Enterprise Information Architect

### Scope & Focus Areas as a member of the Enterprise Architecture team:

- ≡ Definition, implementation, and ongoing evolution of the Information Target Architecture.
- ≡ Close integration of information architecture with other architecture disciplines (business [processes, capabilities], applications, technical, integration).
- ≡ Identification and structuring of company-wide data assets.
- ≡ Establishing structures for the transformation to the "Data-Driven A1 Company."

### Tasks & Responsibilities:

- ≡ Definition of target architecture and guiding principles for information architecture
- ≡ Integration with business, process, and application architecture
- ≡ Development and evolution of the corporate data model
- ≡ Identification of business objects and central data domains

### Key Skills & Expertise:

- ≡ Enterprise architecture frameworks (TOGAF, TM Forum)
  - ≡ Information architecture & data governance
  - ≡ Data modeling & data management
  - ≡ Communication with business and IT architecture teams
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## 2012/07-2014/02 (ongoing), A1 – DWH/BI Domain Architect

### Tasks & Responsibilities:

- ≡ Overall responsibility for consistency and coherence from an architecture perspective
- ≡ Further development of the Enterprise Data Warehouse model and BI solution architecture as well as knowledge transfer within the department
- ≡ Development of pragmatic design and modeling guidelines
- ≡ Governance, coaching, and quality assurance for eDWH models, solution designs, and guidelines
- ≡ Coordination and mediation in company – and IT-wide projects
- ≡ Interface to the IT Architecture Board and ensuring alignment of the BI department with the overall IT architecture
- ≡ Participation with a focus on information architecture in the project to establish a central enterprise architecture organization

### Key Skills & Expertise:

- ≡ Data modeling, data governance, ETL & BI architectures
  - ≡ Information architecture & DWH design
  - ≡ Communication, coaching, leadership
  - ≡ Many years of BI/DWH experience since 1998
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## 2012/03-2013/02, A1 – Project “ASAP/BSAP”

### Project Scope:

In the post-merger program ASAP at A1 Telekom Austria, the two existing SAP systems were consolidated into a single ERP system. The goal was to return to standard SAP functionalities and harmonize processes. The BSAP project implemented all reporting-related follow-up tasks, particularly migrating the DWH components for reporting and analytics from the old SAP systems to the new system.

### Tasks & Responsibilities:

- ≡ Technical overall responsibility for BSAP within the BI department
- ≡ Interface role to the SAP team (ERP, BW)
- ≡ Solution architecture design for switching SAP base data in the DWH and for over 40 dependent solutions
- ≡ Business analysis, design, and technical design for sub-areas during implementation as well as implementation of selected sub-areas
- ≡ Quality assurance during implementation and the go-live phase

**Platforms:** Teradata DWH, SAP ERP, SAP BW

### Key Skills & Expertise:

- ≡ Data warehouse, ETL, data modeling
  - ≡ SAP integration into DWH architectures
  - ≡ Business intelligence & reporting
  - ≡ Quality assurance & project management
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## 2011/2012, A1 – Project “oneCLM / oneCampaigning”

### Project Scope:

Following the merger of mobilkom Austria and Telekom Austria into A1, a unified data foundation for the CLM department and an integrated campaign management system were developed. The goal was an architecture that remains stable even when replacing operational base systems (e.g., ordering, CRM, billing).

### Tasks & Responsibilities:

- ≡ Consulting within the business unit for CRM topics
- ≡ Contribution to the target system architecture for campaigning
- ≡ Business analysis, design, technical design, and data modeling for the solutions' data foundation
- ≡ Implementation of selected sub-areas
- ≡ Quality assurance

**Target Platforms:** Teradata DWH & Aprimo Relation Manager

### Key Skills & Expertise:

- ≡ Data management, data modeling, ETL
  - ≡ CRM and campaign management experience
  - ≡ BI/DWH solutions with Teradata & Aprimo
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## 2009/2010, Telekom Austria AG – Project “IPM”

### Project Scope:

Development of an integrated commissions management system, replacing the silo solutions of individual sales channels. Commission calculation is performed in the SAP system. The data foundation (order intake, invoices, special business cases) is provided by the DWH.

### Tasks & Responsibilities:

- ≡ System architecture design (data foundation for IPM, data transfer to and from the SAP system in compliance with ICS policies, downstream distribution of commission data to reporting and other operational systems such as the employee sales lead management system or the dealer extranet)
- ≡ Business analysis, design, technical design, and data modeling for the data foundation and the solution's update processes
- ≡ Implementation of selected sub-areas
- ≡ Quality assurance
- ≡ Steering the implementation team

**Platforms:** Teradata & SAP

### Key Skills & Expertise:

- ≡ DWH/BI architecture, ETL, data governance
  - ≡ Project and team leadership
  - ≡ Teradata and SAP integration
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## 2006/2007, Telekom Austria AG – Project “Sales Steering Application”

### Project Scope:

Development of an operational CRM and campaign management system based on mass data from the enterprise DWH and newly integrated data sources.

### Tasks & Responsibilities:

- ≡ System architecture design with a focus on performance and extensibility
- ≡ Design of a cross-functional product and customer view
- ≡ Business analysis, design, and technical design for the solution's data foundation and update processes
- ≡ Implementation of sub-areas
- ≡ Support in building the CRM software's metadata layer (TRM)
- ≡ Quality assurance
- ≡ Steering the implementation team

**Target Platform:** Teradata, TRM (Teradata CRM)

**Sources:** Teradata, SQL Server, Oracle, Host, ...

### Key Skills & Expertise:

- ≡ Data modeling, data management, ETL
  - ≡ BI system architecture & performance optimization
  - ≡ CRM and campaign management
  - ≡ Project and team leadership
  - ≡ Experience with Teradata, SQL Server, Oracle, ...
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## 2006, RHI AG – Project “Planning Process NEW”

### Project Scope:

Replacement of the existing planning system and new implementation of budget planning (sales planning, plant allocation, intercompany sales planning) and mid-term planning based on RHI's DWH using CoPlanner™ and MS SQL Server 2005.

### Tasks & Responsibilities:

- ≡ Design of the overall system (interfaces DWH – planning database – CoPlanner™, control of the planning and calculation process)
- ≡ Design and technical design for the planning data foundation and calculation modules
- ≡ Implementation (data model, interfaces) in CoPlanner™ as well as parts of the calculation modules as T-SQL procedures
- ≡ Quality assurance
- ≡ Technical project management and steering of the implementation team

**Target Platforms:** MS SQL Server 2005, CoPlanner™

### Key Skills & Expertise:

- ≡ Data warehousing, ETL, data modeling
  - ≡ Planning systems (CoPlanner, SQL Server)
  - ≡ Project management
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## 2004-2006, Mobilkom Austria – Business Intelligence Consultant in the Data Warehouse Department

### Scope & Focus Areas:

Consulting, project management and development in the BI environment with a focus on reporting, analytical platforms, and risk management. Provision of Data Marts and OLAP cubes for core business areas (Risk Management, Fraud Management, Accounting, Billing).

### Tasks & Responsibilities:

- ≡ Design and Lead Development of reporting and analytical platforms for:
  - Credit default management (Risk Management)
  - Collection & Fraud (Fraud Management)
  - Customer scoring (Risk Management, OLAP cube)
  - Standard reporting (Accounting, Billing, Fraud Management)
- ≡ Roles: Consulting, Development, Project Management
- ≡ Tutor and coach for onboarding and supporting new colleagues in the mobilkom BI team

### Key Skills & Expertise:

- ≡ Business Intelligence & Data Warehousing
  - ≡ OLAP & Data Mart design (MS Analysis Services)
  - ≡ Fraud & Risk Management analytics
  - ≡ Teradata, Oracle, MS SQL Server, HP-UX, Windows Server
  - ≡ Project management, consulting, coaching & knowledge transfer
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## 2002-2003, PORR AG – Group Data Warehouse Project

### Project Scope:

Development of a finance and controlling data warehouse for steering the entire group (DB accounting, outstanding receivables, ...). Consolidation of information from three different financial accounting and cost accounting systems used across the group.

### Tasks & Responsibilities:

- ≡ Design of the DWH architecture
- ≡ Source system analysis, design, technical design, and data modeling for the ETL process and the target DWH
- ≡ Implementation of ETL, ODS, and data marts

**Target Platform:** MS SQL Server / MS Analysis Services

**Sources:** Host, AS/400, MS SQL Server, various formats

### Key Skills & Expertise:

- ≡ Data warehouse, ETL, data modeling
  - ≡ Finance and controlling know-how
  - ≡ MS SQL Server & Analysis Services
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## 2001-2003, BOOM Software AG – Development of an ETL Tool

### Project Scope:

Initial development of an ETL tool for the target platform MS SQL Server that, driven by metadata, performs all tasks of the DWH manager (scheduling, ETL, monitoring). This tool was used and further developed in many DWH projects at BOOM Software AG.

### Tasks & Responsibilities:

- ≡ Concept, design, and implementation of the ETL tool
- ≡ Support for using the tool in projects

### Key Skills & Expertise:

- ≡ ETL, data management
  - ≡ Frontend and backend software development
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## 1999-2002, Wolford AG – Central DWH Project

### Project Scope:

Design/modeling and implementation of the central DWH and the ETL processes.

### Tasks & Responsibilities:

- ≡ Design, modeling, and implementation of DWH & ETL processes
- ≡ Development of a code generator that implements ETL processes as Oracle PL/SQL packages
- ≡ Development of scheduling & monitoring processes and tools to operate the DWH

**Target Platform:** Oracle 8i

**Sources:** AS/400, POS systems

### Key Skills & Expertise:

- ≡ Data modeling, ETL, BI, Oracle DWH experience

## 1997-2000, RHI AG – Sales DWH

### **Project Scope:**

Design/modeling and implementation of the central sales DWH and the ETL processes.

### **Tasks & Responsibilities:**

- ≡ Design, modeling, and implementation of DWH & ETL processes

**Target Platform:** MS SQL Server

**Sources:** various

### **Key Skills & Expertise:**

- ≡ Data warehousing, ETL, reporting
- ≡ MS SQL Server know-how