

I am a data expert and a BI developer. 8+ years of experience building and optimizing data warehouses and business intelligence solutions. I have a Masters in MIS. My core strengths are: helping clients gain insights into diverse data in one glimpse and in implementing BI concepts to design innovative and incitive dashboards for internal and external consumers. On top of my IT skills, I have financial and accounting background. Throughout my career, I have been working with end-users to translate their business needs into tangible data analysis and reporting solutions using different BI tools.

Personal Skills:

- Excellent interpersonal skills, always polite and patient.
- Great business data needs analyst and insights' source in any organization.
- Fast learner, independent, and self-motivated.
- Able to undertake multiple projects from start to finish, prioritizing work effectively.
- Strong organizational skills, including time and project management.
- I can communicate with business users and technical people understanding business and technical constraints.
- Excellent analytical skills, ability to analyze information, and identifying the heart of issues.

Professional Skills:

- Front-end BI tools: Power BI, SSRS, QlikView.
- Back-end BI tools: SQL, T-SQL, MDX, SSIS, SSAS, knowledge of Python.
- Database and BI architecture: DFD, ERD, KPI implementation, Kimball BI methodology, denormalization, star schemas, and dimensional modeling.
- Additional Knowledge: Excel expert, VBA macros, Informatica, SQL server 2012/ 2014 / 2016.

Employment Experience:

[Ogentech / Whirlpool Corp, Migros Switzerland](#) Tel-Aviv, Israel **2018-Present**

Ogentech is a startup software company specializing in utilizing machine learning and BI to improve demand planning and supply chain operations.

Data Engineer / BI Developer

- Gathering requirements, analyzing, optimizing, improving, and deploying Power BI modules.
- Incharge of working with the ETL team to provide appropriate datasets via the creation of SSIS process, stored procedures, views, and materialized views.
- Developing DAX expressions for the creation of data insight and interactive reports
- Supporting internal users in developing, implementing, and troubleshooting Power BI processes.
- Executing controls to verify data quality.
- Consulting to managing director, internal business analysts, and external analysts with insights as to the capabilities of Power BI and the possibilities to reflect additional data that the system can provide, and they are not aware of.

Key Projects:

- Created a Power BI module for the biggest HMO provider in Israel, providing full supply chain information for pharmacies starting from high-level KPI reports to drilling down to a single item in a single pharmacy. The BI serves 880 pharmacies.
- Designed and built comprehensive Power BI modules for Whirlpool US and EMEA, encompassing their marketing, sales, promotions, demand and supply planning, and exception detection. The BI includes dashboards and big data analysis from the company's perspective down to material/Trade Partner/Location/ week level (around 10 million combinations) for Whirlpool Corporation, a Fortune 500 company.

[Opisoft / Israel Post](#)

Tel-Aviv, Israel

2016-2018

Opisoft employs over 200 professionals in a range of business Intelligence disciplines

Data Engineer / BI Developer

- Designed (UI) and built(UX) reports using Power BI, SSRS, SQL, and MDX.
- Applied 'Active Directory' clearance to all dashboards and reports.
- Worked with internal and external business users to integrate diverse BI modules.
- Champion of SQL, VBA, and Excel in the company. Led projects and taught internally.

Key Projects:

- Worked together with Strategy and IS VP of Israel Post, created monthly goals and incentive plans for 250 post office branches based on management's targets.
- 'Registered mail BI analysis system' - planned and executed this big data project. The purpose of this was to locate inefficiencies, identify bottlenecks, and analyze study cases to make the registered mail operations more efficient. The system improved the operation's surveillance and has reduced waiting time by an average of 10%.
- Led a VBA project that checked 60 KPIs sent weekly from 10 hospitals to the Ministry of Health.

[Experis BI / INTEL](#)

Tel-Aviv, Israel

2014-2016

Experis BI is a subdivision of Manpower, selling, implementing, and developing BI solutions

Data Engineer / BI Developer

- Design the DWH: scoped projects, gathered requirements, mapped business process, designed the ETL process, resolved data quality issues in datasets, project estimation, test, development, and deployment.
- Created ETL processes and optimized existing ones using SSIS.
- Maintained QlikView dashboards.
- Taught BI methodologies, SQL and SSIS, at [Experis Academy](#) (class of 10 students.)

Key Projects:

- Led the redesign of the ETL process and the DWH using SSIS. Solved data quality issues, fine-tuned complicated SQL procedures and performance analysis for the IT department at Intel.

[Manager4U](#)

Tel-Aviv, Israel

2012-2014

Manager4U - SAP Gold Partner, *selling, implementing, and developing* ERP systems and modules

Senior BI and SQL Developer

- Developed complex SQL queries, dynamic SQL, triggers, views, and stored procedures.
- Designed dashboards and reports (UI), KPI, and maintained continuous support.

Key Projects:

- Involved in building sales managers KPI system for a prominent advertising company.

[Ernst & Young](#)

Tel-Aviv, Israel

2005-2012

EY is a multinational professional services firm providing accounting and consulting services

Information Systems Auditor

- Wrote fraud detections scripts using ACL and SQL.
- Data extracts, data conversion, data upload, testing of data conversion, and risk management.

Education:

[Tel Aviv University](#)

Tel-Aviv, Israel

M.Sc. Management Sciences, Technology and Information Systems (MIS)

Thesis: *Best Practices of Business Intelligence Systems in the Israeli Business Market*

[McGill University](#)

Montreal, Canada

B. Com, majoring in Accounting and Management Information Systems(MIS), graduation with Distinction

[Experis Academy](#) - Professional training in Business Intelligence methodologies (760 hours)

[CISA](#) – Certified Information System Auditor

Extracurricular Activities: Yoga, Swimming, Chess, Internet of things, Smart home

Languages: English, Hebrew & Russian - mother tongue, French – conversational