



ONUR ÖMER ÖZTÜRK

Senior Business Intelligence and Software Architect

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Areas of Expertise

Analyzing Requirements, Modeling and Constructing Datawarehouses, Designing Complex ETL Pipelines, Creating Analytical Reporting Layers, Developing Full Stack .NET Applications, Realizing the requirements of Performance and Management Reporting, Planning, Budgeting, Forecasting for Finance, Sales, HR Departments and Top Management.

Professional Experience

06.2005 – 06.2006; Financial Controller; Nexum Boğaziçi; Prepared periodical Sales, Workforce Performance, Accounting and Controlling Reports to CFO and Account Managers. Supporting CFO on IAS-Based Financial Reporting activities for Nexum Group Worldwide.

06.2006 – 06.2007; Junior Business Intelligence Consultant; Nexum Boğaziçi; Worked as a junior in Business Intelligence (BI) projects mainly for Budgeting and Reporting implementations, Accounting and Process Reengineering, conceptualization and implementation of financial solutions. Prepared benchmarking analyses of various BI products, including Microsoft BI Tools, MIS(Infor) Decisionware, Proclarity and Crystal Reports.

06.2007 – 01.2010; Business Intelligence and ERP Consultant; Nexum Boğaziçi; Worked as a consultant in Business Intelligence (BI) projects mainly for Budgeting and Reporting. Understanding complex Business Processes, building Datawarehouse structures, gathering and transforming related data with ETL tools, writing complex scripts and designing advanced reports. Additionally, worked as a consultant in MS Dynamics NAV (Navision) ERP Projects both for conceptual design and as a developer.

01.2010 – 12.2010; Senior Business Intelligence Consultant; Nexum Boğaziçi; Worked as a senior consultant in Business Intelligence (BI) projects. Managed clients implemented complex projects and processes, participated Sales Activities.

06.2011 – 01.2012; Senior Business Intelligence Consultant and Project Manager; Nexum Boğaziçi; Worked as a senior consultant and as a project manager in Business Intelligence (BI) projects, conducted business critical system integrations, implemented advanced financial forecasting techniques. As a side work, started programming in C# and Microsoft Office applications. Participating sales activities, handling project, resource and cost management.

01.2012 – Today; CTO & Co-Founder; Bicentrix; Head of Business Intelligence (BI) and Software Development, curated technical vision and organized the conversion from consultancy firm to a product firm, developed five new software products to sell, led process of new technology development for Scientific and Technological Research Council of Turkey in Data Analytics and Forecasting field, managed customer projects, conducted Research and Development activities, arranged managed resources and created path of development of team members.

Project Experience

- **Roche (Pharmaceuticals)** - Management Reporting Project (2006)
- **Collezione (Textile Retailer)** - Budgeting and Management Reporting Project (2006)
- **Metro AG (Retailer)** - Management Reporting Project (2007,2012)
- **Pharmasante/L'Occitane (Cosmetics Retailer)** - MS Dynamics NAV &SQL 2005 CPM Project (2007)
- **Darty/fnac (Electronics)** - SQL 2005 Reporting and Analysis Support Project (2008)
- **Pfizer (Pharmaceuticals)** - OLAP and ETL Digital Transformation Project (2008,2010)

- **Pfizer (Pharmaceuticals)** - Master Data Management Project (2010)
- **Pfizer (Pharmaceuticals)** - IMS Sales and Field Force Performance Project (2010)
- **Pfizer (Pharmaceuticals)** - Oracle Peoplesoft - Local Payroll Integration Project (2010)
- **Phillip Morris (Tobacco)** - Financial Forecasting and Reporting Project (2011)
- **Mercedes Benz & Financials (Automotive)** - Datawarehouse & Budgeting Project (2012)
- **Peugeot (Automotive)** - Dealer Performance Management Project (2012)
- **Pfizer (Pharmaceuticals)** - Field Performance and Bonus Management Project (2012)
- **Kuveytturk (Bank)** - Management Reporting and Budgeting Project (2012)
- **Azerfon (Telecom Operator)** - Management Reporting and Datawarehouse Project (2012)
- **Apollo/GrandVision Turkey (Optics Retailer)** - Order Processing and Management Project (2013)
- **MSF/Ärzte ohne Grenzen (Non-Profit)** - Field Data Entry and Synchronization Project (2014)
- **Domino's Pizza (Food)** - Datawarehouse and Management Reporting Project (2014)
- **Bayer (Pharmaceuticals)** - Datawarehouse and Sales Reporting Project (2014)
- **Penti (Lingerie Retailer)** - Customer and Retail Experience Management Project (2015)
- **Penti (Lingerie Retailer)** - Master Data Management Project (2016)
- **Penti (Lingerie Retailer)** - Store Shift/Timesheet Management Project (2016)
- **Penti (Lingerie Retailer)** - Replenishment and Allocation Management Project (2017)
- **Apollo/GrandVision Turkey (Optics Retailer)** - Customer Experience and Loyalty Management Project (2018)

Developed Products

- **Spectra™**
Developed an Add-in and a COM Automation for Mercedes Benz which simply enables end users to write back over aggregated data in most granular level by using daily life Microsoft Excel in order to replace existing IBM TM1 for Budgeting and Forecasting operations. First started as a project (which was also internally awarded by the firm for reducing existing IBM TM1 Software License cost to zero) and became a registered commercial product which was finally merged into the BudgetPort™ Suite.
- **BudgetPort™ Suite**
Developed to be an alternative for Microsoft Office PerformancePoint Server after it was discontinued by Microsoft. This is a fully functional Corporate Budgeting and Planning software with Forecasting, Cost Allocation, Consolidation and Reporting capabilities which is currently being used by multi branch/store companies like Banks, Retailers and Fast-Food Companies.
- **Piv-Hoc**
Developed as a side project to address a need of lightweight, simple, plug and play reporting tool for corporate end-users where they can download, install and use within 5 minutes to analyze mainly OLAP Cubes and Databases. This tool is finally merged into the BudgetPort™ Suite and created the awareness that is required to develop our next-wave reporting product: Dashsense™.
- **Dashsense™**
After success and the acceptance of Piv-Hoc by our customers and the idea of being able to access corporate data hassle-free and easily, we've developed our fully functional Business Intelligence Reporting Tool and Portal with our prior knowledge and practical experience that we've gathered from our Business Intelligence consultancy background. Dashsense can connect all major data sources like SQL Server, Oracle, MySQL, PostgreSQL, SAP Hana, Amazon Redshift etc. Dashsense has more than 10 corporate customers (like Pernod Richard, Bayer, Peugeot etc.) and currently around 2000 active corporate users.

- **Portaxis**
Developed as a side project but turned into a product to facilitate data entry and integration without requiring an ETL just by using an ordinary Microsoft Office Excel. Portaxis enables end users to edit any relational data to support scenarios like master data editing, updating parameters, budget entries, mass/bulk transactional data import, legacy data integration or merging user data in satellite excels into a database without omitting the business rules. Portaxis also acts as a single-version-of-truth master data source for end-users who are willing to export and use structured data in their ad-hoc analyses.
- **Rethubs Suite™**
Rethubs is a SaaS based B2C Customer Data Platform and Loyalty Management software which is in latest phase before release and is being developed with latest .Net Core Stack (along with ElasticSearch, RabbitMQ, Redis, Azure Functions) and Microservice Architecture that is hosted in Microsoft Azure. Core software architecture and infrastructure solely designed by me and being implemented by the special task force team that I was leading. Rethubs currently has following functionalities: customer data cleansing, merging and deduping; customer 360 views, customer segmentation; automatic customer clustering, campaign management and loyalty management.

Rethubs is my masterpiece of my entire career so far which combines near-big-data, ETL process and data integration, business knowledge, reporting, hard-core statistics and software development techniques altogether.

Technical Skills

- Microsoft SQL Server (All Versions incl. Azure SQL)
- All MS BI Stack (SSRS, SSIS, SSAS (Tabular and Multi-Dimensional), Power BI)
- Microsoft Azure Cloud (Apps, Databases, Virtual Machines, Functions)
- Source Code Systems: Git, TFS (Now: Azure Devops)
- Microservices and API Gateways
- Elastic Search, RabbitMQ, Redis
- ORMs (like EF, AutoMapper, TinyORM etc.)
- ASP, Winforms, ASP.NET, ASP.Net Core, WCF, WebApi, GraphQL, Bootstrap
- MS Dynamics NAV (Navision ERP)
- Infor PM Products (aka MIS Decisionware – including Cubeware Scripting)
- MS Office (All Versions)
- MS Office Access, Project and Visio

Programming & Technical Languages:

- T-SQL, MDX, VBA, VB, VB.NET, C#, JavaScript, HTML, CSS, CW Script, C/SIDE

Education

1996 – 2002:	Kadiköy Anatolian High School
2002 – 2006:	BA in Economics (Major) with Econometrics (Minor), University of Istanbul
2008 – 2010:	MA in Technology and Industrial Economics, University of Istanbul

Personal Information

Birth:	27.12.1982 / Istanbul / Turkey
Marital Status:	Married
Languages:	English (Proficient), German (B2 by Jan 2020)
EU Work Permit:	Yes (Permanent)