

# Sonny van Bergen

Power BI people actually use,  
governance you can measure, with  
a method of my own

Interim data specialist with 8 years of experience in technical Data & Analytics solutions. I believe in the power of data to renew the collective awareness of organisations from within. My expertise continues to grow in data management and product ownership. Available as data/business analyst, data manager, data specialist, data steward, product owner, team lead, interim data quartermaster and CDO.

## CONTACTS

sonny@powerbison.io  
[linkedin.com/in/sonnyvanbergen/](https://www.linkedin.com/in/sonnyvanbergen/)  
+31 (0) 6 42 66 86 43  
Podcasthost: [Data Management Podcast](#)

## SKILLS

### Power BI

### Microsoft Fabric & Power Platform

### DAX, DataBricks & DBT, Dynamics 365

### SQL

### DAMA-DMBoK 2

### Kimball, Data Vault, Star Modelling

### Azure stack

### Power Query

### Python / R Studio

### SSAS, SSRS, SSIS

## TOOLS

Power BI, Power Query, DAX Studio, Tabular Editor 3, DataBricks, DBT, Azure DevOps

### DAMA-IDEAL (DAMA International)

#### Executive Group

Volunteer initiative for data executives

### DAMA Netherlands Foundation

#### Data Quality Working Group &

#### Podcast Host

Databewuster, Data Management podcast with a 12-week data management adoption programme

## WERKERVARING

### Data Management Consultant, Data Governance Enablement (DMO Investment Management)

#### PGGM, 2026

- Making the Investment Management data governance framework land in the line organisation: role routes, guidance and a fixed rhythm on Collibra, with management information for the governance council.
- Translated the existing framework into what each data role actually does in Collibra: certification, business terms, data quality rules, data sharing agreements and lineage.
- Role routes and a route sheet per data role, tied to the certification level the data itself requires.
- A recurring rhythm of live sessions in the existing data community, carried by the domain owners.
- A guidance agent on Microsoft 365 Copilot answering only from the governed sources.
- The Power BI certification dashboard on Snowflake and dbt as management information for the governance council.
- Handover to internal owners: delivery package, handover document and backlog in Azure DevOps.

### Senior BI Consultant Finance Analytics & Power BI

#### Landal, 2026

- Developing a Power BI reporting environment for Finance and Operations based on OneStream and NetSuite data.
- Restructuring the financial data model and P&L hierarchy (Revenue, Cost of Sales, OPEX, EBITDA).
- Management dashboards with KPI overviews for MT, controllers and park management.
- Implementing multi-level reports with drill-downs to general ledger level.
- Optimisation by moving business logic to the backend and data models.

### Senior BI Consultant Microsoft Fabric & D365

#### Dycotrade, 2025

- Developing a complete Microsoft Fabric reporting environment for external clients, based on Dynamics 365 data, including bronze, silver and gold layers.
- Modelling and extending fact and dimension tables (finance, trading, logistics, planning) based on RDDs and domain logic.
- Translating complex requirements into curated business views, semantic models and robust Power BI datasets.
- Setting up Git-driven version control and resolving pipeline, data quality and stored procedure issues within Fabric.

### Data Management Specialist - Data Governance

#### Waternet, 2025

- Development and implementation of the first organisation-wide data governance roadmap, approved by the board.
- Establishing an organisation-wide data governance structure (roles, ownership, processes) based on DAMA-DMBOK.
- Conducting interviews, translating roles & processes into a concrete governance backlog.
- Developing and deploying communication and adoption formats (including an internal data podcast, central SharePoint environment) to promote data awareness.
- Coordinating the Copilot 365 pilot (50 users): baseline assessment, increasing AI literacy, training and adoption strategy.

### Technical BI Specialist - Founding the Future, Project Controls

#### Van Oord - Dredging and Marine Contractors, 2024

- Resolving performance issues, translating and implementing Power Query data pipelines, data models, and BI dashboards for project control.
- Implemented methods for cost benchmarking and process optimisation to improve and standardise project forecasting and control.
- Designed and developed Power Query data pipelines, data models, DAX code and reporting templates for integrated project management in Power BI and Tabular Editor.
- Optimised project control in Kimball data model according to PMBOK guidelines.

### Power BI Analyst Azure Data Platform

#### Hoogheemraadschap van Rijnland & SNK, 2021

- Azure Data Solution Platform & Power BI Implementation Consultant at two water authorities.
- Requirements & Capabilities inventory with stakeholders in the area of Organisation & Governance.
- Requirements analysis and development of the Customer Incident Reports Power BI dashboard.
- Implementation of Row Level Security enabling two water authorities to collaborate securely on a shared

## STUDIE

### Chief Data Officer Certification Programme

Chief Data Officer Education Inc., 2025

### CDMP Certificate Data Management Professional

DAMA, International, 2024

### Bachelor in Management, Economics and Law

Hogeschool Inholland, Haarlem, 2014 - 2018

### Certified Azure Data Engineer Associate DP-203

Microsoft, 2021

### Certified Azure Fundamentals AZ-900

Microsoft, 2021

### Certified Solutions Expert - Data Management & Analytics

Microsoft, 2020

### Certified Solutions Associate - BI Reporting

Microsoft, 2019

## PERSONAL

I strongly believe in the importance of a healthy lifestyle, both physically and mentally, and I am always looking for ways to push my boundaries and take on new challenges. This personal mission drives my business choices; I use data to increase the awareness of companies and their employees from within, which reflects my pursuit of overall well-being. With nearly 8 years of experience in Data & Analytics consultancy and leadership of the KVL Data Heroes Programme, I, Sonny van Bergen, am driven to bridge the gap between business processes, data and ICT. My expertise lies in combining data and process analysis with the development of powerful BI solutions, using tools such as Power BI in combination with complex information systems. My ambition is to further develop my digital and IT strategies, optimise reporting processes and continue growing towards a data lead role, with a strong foundation in Data and Project Management. My goal is to use my knowledge and skills to deliver strategic advice that supports companies and teams in their transformation towards a future-proof and agile business model. I strive to manage operational and financial risks, implement and automate controls, and play a central role in multidisciplinary teams focused on IT, digitalisation and information management. In my spare time, I love being physically active, whether by getting on my mountain bike, going to the gym or trying new diets. Together with my wife and son Soy, I enjoy family life in our cosy home in Zaandam. I am also a volunteer at the DAMA data quality working group, where I make accessible data management knowledge freely available via my own Podcast on Spotify and Apple Podcast.

## MY BUSINESS COACH'S PERSPECTIVE

*“ Sonny strives to leverage his business, technical and financial knowledge to excel in advising on IT, digitalisation and information management. His ambition is to develop digital and IT strategies and to optimise financial and logistics reporting processes. He prefers working with multidisciplinary teams on process optimisation, software development and data analysis. In doing so, he aims to provide strategic advice that supports clients in their transformation towards a future-proof and agile business model. Sonny is currently particularly interested in understanding and managing operational and financial challenges, and implementing and automating controls, to further develop his knowledge and skills in this area. This is possible for Sonny in either a staff function, consultant role or as an entrepreneur. ”*

## TRAINING EN CERTIFICERING

### Chief Data Officer Certification Programme

Chief Data Officer Education Inc., 2025

### CDMP Certificate Data Management Professional

DAMA, International, 2024

### Neuro-Linguistic Programming (NLP) Practitioner

UNLP, 2022

### Certified Azure Fundamentals AZ-900

Microsoft, 2021

### Traineeship Master Class Professional

Calco, 2019

### Cloud Computing Foundation Certificate

EXIN ICT competence partner, 2019

### Lean Six Sigma - Yellow Belt

RA'Quel Financial Solutions, 2017

### Tabular Editor Certified

Tabular Editor, 2024

### Professional Scrum Product Owner I (PSPO I)

Scrum.org, 2024 (in progress)

### Certified Azure Data Engineer Associate DP-203

Microsoft, 2021

### Certified Solutions Expert - Data Management & Analytics

Microsoft, 2020

### Analyzing & Visualization Data with Microsoft Power BI (PL-300)

Microsoft, 2019

### Certified Solutions Associate - BI Reporting

Microsoft, 2019

### Frameworks & Methodologies

---

- DAMA-DMBoK
- TOGAF
- Lean Six Sigma
- GIT

### Database Management System

---

- SQL Developer
- Google Cloud & APIs
- Microsoft Azure

### Automation Tools BI Analytics & Frontend Tools

---

- Python
- R Studio
- VBA
- Power Platform
- Power BI / Fabric
- DAX
- QlikView
- ThoughtSpot
- Oracle Analytics Cloud
- SSAS, SSRS & SSIS
- D365

### BI ETL / Backend / Data Warehousing Tools

---

- Microsoft Fabric
- Databricks
- DBT
- IBM DataStage
- Azure Data Factory
- GitHub

### Development Methodology / Tooling

---

- Agile/Scrum
- DevOps
- Jira

### Data Modelling

---

- Kimball
- Data Vault
- Star Modelling
- Power Query
- Tabular Editor 3

**Data Management Consultant, Data Governance Enablement (DMO Investment Management)** 2026-06 – heden  
PGGM

**Senior BI Consultant Finance Analytics & Power BI** 2026-02 – heden  
Landal

**Data Management Specialist - Data Governance** 2025-04 – 2025-09  
Waternet

**Technical BI Specialist - Founding the Future, Project Controls** 2024-04 – 2025-01  
Van Oord - Dredging and Marine Contractors

**Data Management - Data Quality** 2024-09 – heden  
DAMA Netherlands Foundation (volunteer)

**BI Analyst & Data Management Lead** 2022-04 – 2022-12  
Scania Benelux

**Power BI Analyst Azure Data Platform** 2021-09 – 2022-04  
Hoogheemraadschap van Rijnland & SNK

**Power BI Dashboarding Analyst** 2022-04 – 2022-10  
Mercy Ships Holland Foundation

**Functional Administrator Power BI / QBIX** 2019-02 – 2021-03  
Hoogheemraadschap De Stichtse Rijnlanden

**Executive Group Member** 2026-07 – heden  
DAMA-IDEAL (DAMA International)

**Senior BI Consultant Microsoft Fabric & D365** 2025-09 – 2026-02  
Dycotrade

**Data Analyst & BI Reporting Specialist** 2025-01 – 2025-03  
Enza Zaden

**Technical Data Analyst** 2024 – 2025  
Iberico

**Business Lead, Data Analyst & PO** 2021-04 – 2024-04  
KVL - Bring analytics to the people

**Data & Power Platform Analyst** 2022-04 – 2023-06  
Rabobank - Global KYC

**Data Reporting Analyst** 2021-09 – 2022-03  
T-Mobile Netherlands

**Data / Business Analyst** 2018-12 – 2021-03  
Qcompany

**Data Management Lead (entrepreneur)** 2020-12 – heden  
Power BiSon Consultancy B.V.

## DATABEWUSTER DATA ADOPTION PODCAST & 12-WEEK PROGRAMME

2026

I help CDOs and data leaders to move within 12 weeks from a beautiful data and AI vision on paper to a supported data operating model in practice, without pouring yet another theoretical framework over the organisation.

- External and internal data podcast as an accelerator for adoption: As host of the Data Management Podcast, I interview CDOs and data leaders on governance, data quality and AI. I translate this format one-to-one into internal data adoption podcasts for clients: short, focused conversations with managers and key stakeholders that make data, ownership and responsibilities concrete and recognisable.
- In approximately 12 weeks, we go through a fixed framework with data awareness sessions and shared language: data strategy aligned to business goals, data maturity baseline assessment, design of governance & ownership, implementation of a pragmatic data quality management system (DQMS), final assessment and a concrete 90-day follow-up plan.
- Combining strategy, governance and implementation: I connect DAMA-DMBoK, Metro Model/DQMS and federated governance models with day-to-day practice in Power BI / Fabric, so that decision-making, roles and technical reality are aligned rather than working at cross purposes.

### RESULTS FOR CLIENTS

- Board and management receive a simple narrative about data & AI (why, what and how) that they can repeat themselves.
- A concrete governance model emerges with roles, ownership and meeting structures that continue working after my departure.
- Data quality and definitions are made explicit and manageable, reducing discussions about 'which figures are correct'.
- The CDO / data leader strengthens their position as a trusted advisor rather than a reporting factory.

## DATA MANAGEMENT CONSULTANT, DATA GOVERNANCE ENABLEMENT (DMO INVESTMENT MANAGEMENT)

2026-06 – heden

### PGGM

PGGM had the foundations in place: a completed data transformation programme, a governance framework, named roles and Collibra as the central catalogue. What was missing was the moment where it actually happens in the line organisation. My assignment within the Data Management Office of Investment Management was therefore not to write another document, but to make the existing standards findable, understandable and workable for everyone with a data role.

I worked from the Databewuster approach. It starts from what is already there, policy, roles, tooling and people, and adds the one thing that rarely survives internally: a fixed rhythm in which the work actually gets done. The starting point is the business goal, not the framework: which data is critical for it, which process it comes from, and who delivers it. Governance then emerges as a by-product of work that already has priority, rather than as a separate item on the agenda. And everything is built from day one to be taken over by an internal owner.

In concrete terms I delivered role routes for the data roles in the role model, from data owner and data steward to engineer and consumer, setting out per role what certification, business terms, data quality rules, data sharing agreements and lineage in Collibra ask of them. The required level follows from the criticality of the data and therefore from its Bronze, Silver or Gold certification, a link confirmed by the Federated Data Governance Council. A route sheet shows where someone stands and what the next step is, without assessing anyone. Around this sit a guidance agent on Microsoft 365 Copilot, which answers only from the governed sources and always cites source and version, and a rhythm of live sessions in The Data Club on Viva Engage, where domain owners put their own people in front.

The numbers side remained my own craft. I redesigned the Power BI certification dashboard on Snowflake and dbt so the governance council can steer on progress, and advised on the learning path: not more courses, but applied modules per role on top of Collibra University. The handover is captured in a delivery package and a handover document describing what exists, where it lives and who owns it, linked to the backlog in Azure DevOps.

#### RESPONSIBILITIES

- Role routes per data role across the data governance lifecycle, with the source status per role
- A route sheet per role, tied to certification level and the criticality of data attributes
- A guidance agent on Microsoft 365 Copilot, grounded in the playbook, data quality policy, RACI and role model
- A fixed session rhythm in The Data Club on Viva Engage, carried by domain owners
- The Power BI certification dashboard on Snowflake and dbt as management information for the governance council
- Advice on the learning path: Collibra University plus applied modules per role
- Delivery package and handover document, linked to the backlog in Azure DevOps
- Advice and agenda items in the Federated Data Governance Council

#### METHODS AND TECHNOLOGIES

- Collibra Data Intelligence Cloud: catalogue, business glossary, certification, lineage and Data Marketplace
- Collibra Unified Data Quality: business rules, DQ controls and trust scores
- Collibra Operating Model: communities, domains, roles and guided stewardship workflows
- Collibra University learning paths as the base under role-specific guidance
- DAMA-DMBoK, a data mesh role model and RACI for roles and ownership
- Snowflake, dbt and Power BI (DAX, PBIP) with Azure DevOps pipelines
- Microsoft 365 as the working environment: Copilot agents, Viva Engage, Teams, SharePoint and Forms

## EXECUTIVE GROUP MEMBER

2026-07 – heden

### DAMA-IDEAL (DAMA INTERNATIONAL)

DAMA-IDEAL is DAMA International's affinity group for data executives and data leaders, which grew out of the International Society of Chief Data Officers. It is a volunteer initiative exploring how to support data leaders with what matters once you stop doing the data yourself: strategy, roadmapping, communication and building the business case.

#### RESPONSIBILITIES

- Kickoff material and template set for the working group
- A fixed rhythm of working sessions, recorded for those who cannot join live
- Recruiting contributors, open to members and non-members

#### METHODS AND TECHNOLOGIES

- Facilitating a working group in an international volunteer organisation, via Teams and SharePoint
- DAMA-DMBoK as a shared frame of reference
- Collaboration across time zones (ET and CET)

## SENIOR BI CONSULTANT FINANCE ANALYTICS & POWER BI

2026-02 – heden

### LANDAL

As a Technical BI Consultant at Landal GreenParks, I worked on the development of a new Finance and Operations reporting framework for management, controllers and park management. The existing reporting structure was largely based on Excel and legacy data logic, leading to limited transparency and maintainability. My assignment focused on redesigning the financial data model and developing a scalable Power BI reporting environment. In this role, I analysed and restructured the P&L structure based on the OneStream MPL hierarchy and integrated financial data from OneStream and NetSuite into a central data model. I developed a multi-level reporting setup where management gained insight through an executive dashboard, while controllers and park managers could drill down to general ledger level. By moving business logic from Power BI measures to the backend (SQL and data model), the performance and maintainability of the reports were significantly improved. In addition to the technical development, I worked closely with controllers, park managers and the management team to translate reporting needs into practical dashboards and KPI analyses. Workshops and feedback sessions were an important part of the process to make the transition from Excel-based reporting to a self-service BI environment successful.

#### RESPONSIBILITIES

- Redesigning the financial data model based on the OneStream MPL hierarchy and NetSuite data
- Developing management P&L reports (Revenue, Cost of Sales, OPEX, EBITDA)
- Designing executive dashboards and KPI overviews for management and park managers
- Developing multi-level reports at general ledger level
- Migrating legacy flow mapping to source data model structure
- Optimising Power BI performance by moving business logic to backend SQL and the data model
- Facilitating workshops with controllers and management to translate reporting needs into dashboards

#### METHODS AND TECHNOLOGIES

- Power BI, DAX Studio and Tabular Editor for data visualisation and model optimisation
- SQL and Databricks for data integration and data modelling
- OneStream and NetSuite as sources for financial and operational data
- Dimensional modelling for financial reporting structures (P&L and KPI models)
- Data governance and Row Level Security for secure access to reports
- Agile collaboration with Finance, BI and Operations teams

SENIOR BI CONSULTANT MICROSOFT FABRIC & D365

2025-09 – 2026-02

DYCOTRADE

At DycoTrade, I was responsible for developing a future-proof Microsoft Fabric reporting environment for Royal Ingredients, based on data from Dynamics 365 Finance & Operations and Dataverse. I built the complete backend architecture, from bronze through to the semantic layer, and translated complex RDD documentation into robust fact and dimension models supporting multiple domains, including Finance, Trading, Logistics, Planning and Position Reporting. An important part of my role was unlocking D365 data via Azure Synapse Link to OneLake, which I then transformed in Fabric into a manageable Bronze–Silver–Gold architecture. I developed new business views, corrected missing data fields and resolved technical bottlenecks within pipelines, stored procedures and semantic models. In parallel, I worked closely with front-end developers and functional consultants. I ensured that the data layer fully aligned with the functional requirements in the RDDs, built optimised DAX calculations and determined together with clients and architects where logic belonged: in the backend or in the semantic model. My contribution laid the foundation for a scalable, maintainable and well-documented BI environment that formed the backbone for 11 strategic reports for commodity trading.

RESPONSIBILITIES

- Developing an end-to-end Microsoft Fabric environment based on Dynamics 365 data, including bronze, silver and gold layers (medallion architecture) with new fact and dimension models.
- Translating RDDs into robust data models, curated business views, semantic models and Power BI reports.

METHODS AND TECHNOLOGIES

- Microsoft Fabric – Lakehouse, Warehouses, Pipelines, Notebooks, Semantic Models, Git Source Control
- Dynamics 365 F&O & Dataverse – Azure Synapse Link via OneLake, D365 table analysis
- Data Modelling – Fact & dimension modelling (Kimball), business views, curated layers

DATA MANAGEMENT SPECIALIST - DATA GOVERNANCE

2025-04 – 2025-09

WATERNET

At Waternet, I was given the responsibility to establish data management across the entire organisation. Following a strategic decision by the board, I outlined the contours for a data governance model and took the first steps towards establishing a future-proof Data Office. I defined and described the various roles and responsibilities within data governance, mapped out data domain ownership and translated this into an advisory report to the board, with concrete recommendations based on DAMA-DMBoK principles. This laid the foundation for structural data management in the organisation. Because governance must not only exist on paper, I also took the lead in communication and adoption. I designed and managed a central SharePoint environment and developed communication materials that made data management understandable and accessible to diverse audiences. I also initiated my own data adoption project in the form of a podcast series, in which I interviewed managers and key stakeholders. This approach made governance visible, brought stories to life and stimulated organisation-wide conversation about data-driven working. In parallel, I led the implementation of the Microsoft Copilot 365 pilot for fifty users. For this, I conducted a baseline assessment of AI literacy, designed training programmes and developed an adoption strategy. This pilot was part of the broader movement towards digitalisation and governance, and strengthened the way Waternet leverages data and new technologies. Through this programme, I put data management on the map at Waternet: from an initial governance framework and data roles, to adoption formats and a concrete path towards a future-proof Data Office.

RESPONSIBILITIES

- Initiating and coordinating the start of data management within Waternet, including governance design and advisory to the board

METHODS AND TECHNOLOGIES

- DAMA-DMBoK for governance and quality structures
- Microsoft 365 & Copilot 365 for AI pilot and productivity improvement

## DATA ANALYST & BI REPORTING SPECIALIST

2025-01 – 2025-03

### ENZA ZADEN

As a Business Intelligence Reporting Specialist at Enza Zaden, I contributed to the development and implementation of strategic and tactical dashboards within the Seed Operations department. My focus was on translating business needs into scalable data models and visualisations, using Microsoft Fabric, Dataflows and Deployment Pipelines for streamlined data integration and deployment. Within this project, I actively worked on capturing uniform data definitions and governance frameworks, enabling the department to make more effective data-driven decisions. I guided teams in the efficient use of BI dashboards and implemented Data Activator alerts, enabling proactive actions based on real-time data. I also used Tabular Editor to optimise the performance of our Tabular models, resulting in faster and more efficient reports. I also worked with Databricks and DBT to transform large datasets and generate valuable insights, enabling the Seed Operations department to further optimise its processes.

#### RESPONSIBILITIES

- Developing and implementing BI dashboards and scalable data models
- Managing and optimising Data Governance frameworks
- Automating alerts via Data Activator
- Performance optimisation with Tabular Editor and Deployment Pipelines
- Using Databricks and DBT for advanced data analysis and transformations

#### METHODS AND TECHNOLOGIES

- Microsoft Fabric for architecture and pipelines
- Power BI for reports
- Setting up DataFlows Gen2
- Optimisation with Tabular Editor
- Measures and calculations via DAX
- Data modelling via SQL
- Data ingestion via Databricks
- Transforming and modelling data via DBT

## TECHNICAL BI SPECIALIST - FOUNDING THE FUTURE, PROJECT CONTROLS

2024-04 – 2025-01

### VAN OORD - DREDGING AND MARINE CONTRACTORS

As a Technical BI Specialist at Van Oord, I played a key role in the development and implementation of the Founding the Future (FtF) Project Control Solution. Complex calculations in a custom framework caused poor performance. My ultimate responsibility was to resolve this. My work focused on designing and developing Power Query data pipelines, data models and reporting templates to provide an integrated overview of project control. This contributed to standardising and optimising Van Oord's project control processes. In my role, I developed a holistic Kimball data model that integrates the ten different knowledge areas of project management according to PMBOK guidelines. I designed and implemented user-oriented dashboards and reports in Power BI using DAX Studio and Tabular Editor for the Project Management Team and Business Unit and Corporate management. I also implemented methods for cost benchmarking and process optimisation to improve project forecasting and control. I contributed to both technical and functional documentation and developed user guides. Collaborating with the Data & Analytics team to ensure data quality and Row Level Security was an essential part of my responsibilities. Additionally, I provided training and support to Project and Cost Controllers to help them adopt a data-driven mindset and make optimal use of the new tools and reports.

#### RESPONSIBILITIES

- Designing Power Query data pipelines and data models for project control
- Creating standardised reporting templates and dashboards with Power BI
- Implementing methods for cost benchmarking and process optimisation
- Analysing Server Timings and improving Query Plans with DAX Studio and Tabular Editor
- Collaborating with the Data & Analytics team for data governance

#### METHODS AND TECHNOLOGIES

- Power BI, DAX Studio and Tabular Editor for data visualisation and reporting
- Agile and Scrum for data project management
- SQL, Excel and Cleopatra for advanced data analysis and cost estimation
- Microsoft Dynamics 365 for enterprise data integration and management
- Primavera and UBW for Planning, Control and Accounting
- Data quality for ensuring data integrity and security

# TECHNICAL DATA ANALYST

2024 – 2025

## IBERICO

As a BI consultant, I found in Iberico a unique and strategic partner with aligned values. Iberico specialises in creating intuitive Power BI dashboards that streamline complex data flows, supported by deep integrations with essential systems such as Exact for financial administration, Agiblocks for trading management, and Transpas by Artsystems for transport logistics. Their expertise also extends to advanced SQL solutions, enabling them to address a broad spectrum of data analysis needs across various sectors, from finance to logistics. Iberico's approach, combining technical expertise with a people-centred mindset, resonates with my own path, where facilitating people and data-driven solutions is central. Their ability to connect and integrate critical business systems delivers invaluable value to organisations striving for seamless, data-driven business operations.

### RESPONSIBILITIES

- Integrating BI dashboards with critical business systems, Exact, Agiblocks and Transpas
- Developing advanced SQL solutions for a broad range of data analysis needs
- Connecting and integrating essential systems for a seamless data flow

### METHODS AND TECHNOLOGIES

- Integration with Exact for financial administration, Agiblocks for trading management, and Transpas by Artsystems for transport logistics
- Advanced SQL queries for in-depth analysis
- Focus on reducing resistance to change and promoting Scrum

# DATA MANAGEMENT - DATA QUALITY

2024-09 – heden

## DAMA NETHERLANDS FOUNDATION (VOLUNTEER)

As an active member of the Data Quality Working Group within DAMA NL, I contribute to the development, refinement and free distribution of knowledge around data quality management. I collaborate on the further development of the Metro Model, a framework that visualises the various aspects of a data quality management system (DQMS) and helps organisations to manage data quality structurally. I also support the elaboration and practical application of the DQMS DAMA-NL standard framework, a standardised set of requirements based on international standards such as ISO 9001 and ISO 27001, which helps organisations to implement a certified and structured approach to data quality management. To make this knowledge widely accessible, I share insights via my own podcast, covering topics such as compliance, internal audits, risk management, data quality rules, metadata and data lineage. With these initiatives, I aim to increase awareness and maturity around data quality within organisations and support them in establishing an effective Data Quality Management System, Data Strategy and Data Governance Framework.

### METHODS AND TECHNOLOGIES

- Metro Model / DQMS
- DQMS DAMA-NL Standard Framework
- ISO 9001, ISO 27001

## DATA ANALYST

2021-04 – 2024-04

### KVL - BRING ANALYTICS TO THE PEOPLE

As a Data & Analytics Consultant at KVL, I further developed my expertise in data management and business intelligence. As a participant in the mid-level KVL Data Heroes Programme, I specialised in developing self-service BI applications and defining client-specific requirements, with a strong focus on process analysis and data modelling according to the Kimball methodology. My work at KVL included designing scalable data and analytics platforms in Azure, automating Azure resources, and delivering data-driven BI solutions, including for The Productivity Company, aimed at improved marketing insights and e-conversion. In my most recent role as BI Developer, I developed key internal dashboards, such as Resource, Sales and HR Dashboards, translating data into clear and insightful visualisations.

#### RESPONSIBILITIES

- Developing self-service BI applications
- Defining client-specific requirements
- Designing scalable data and analytics platforms in Azure
- Automating Azure resources
- Delivering data-driven BI solutions
- Developing internal dashboards

#### METHODS AND TECHNOLOGIES

- People Driven Dashboarding (process and data)
- Power BI for data visualisation and reporting
- Microsoft Azure for cloud-based data management and analytics
- Data Modelling according to the Kimball methodology
- Use of REST API for integration of external data sources

## BUSINESS LEAD DATA HEROES PROGRAM

2022-01 – 2024-01

### KVL - BRING ANALYTICS TO THE PEOPLE

In my role as Business Lead of the Data Heroes Programme Traineeship at KVL, I led the Netherlands' most ambitious training initiative preparing the next generation of Data & Analytics professionals for the future. My responsibilities included a complex combination of delivery, sales, account management and product and process development. As a working manager, I was actively involved in Scrum projects, supported teams and kept a close eye on performance indicators and financial administration in Power BI. At an operational level, my focus was primarily on steering KPIs, creating synergy through integration with other KVL business lines. I supported commercial activities with OnePageCRM and contributed to the development and execution of strategies to achieve business objectives. I also led the coaching and development of the twenty participating Data Heroes and the four KVL Mentors. At a management level, my focus shifted to more strategic and leadership-oriented responsibilities. I was responsible for co-creating and monitoring budgets and focused on generating new business opportunities. I played a leading role in steering other leads within the business line, and my responsibility extended to guiding both technical and operational leads.

#### RESPONSIBILITIES

- Working manager and team leadership
- Monitoring performance indicators and finances

#### METHODS AND TECHNOLOGIES

- Leadership
- IT management

## PRODUCT OWNER (OPEX)

2022-04 – 2023-04

### KVL - BRING ANALYTICS TO THE PEOPLE

In my role as Product Owner OpEx at KVL, I focused on guiding available colleagues in internal Scrum projects and optimising the deployment of consultants by developing their CVs and skills. This responsibility significantly strengthened my project management competencies, especially in resource management in Jira and DevOps, monitoring project timelines and ensuring quality. My technical expertise, combined with strong soft skills in project management and effective stakeholder communication, enabled me to bridge the gap between technical teams and business objectives, which is essential for my ambitions in data & analytics, business analysis, product ownership and data management.

#### RESPONSIBILITIES

- Optimising consultant deployment through skills development and CV building
- Managing resources, project timelines and quality assurance
- Improving internal project processes
- Stakeholder communication and management to ensure alignment

#### METHODS AND TECHNOLOGIES

- Agile and Scrum methodologies for project management
- Communication, leadership and conflict resolution
- Time and quality management techniques
- Resource planning and allocation in Jira and DevOps

## BI ANALYST & DATA MANAGEMENT LEAD

2022-04 – 2022-12

### SCANIA BENELUX

During my time at Scania Benelux, I played a crucial role in improving data analysis and reporting processes within the organisation. As part of a part-time engagement via VizRocks, I focused on strengthening the data analysis capabilities of internal teams using Power BI. My contribution included developing advanced reports, optimising data processing with SQL and solving complex challenges in DAX and Power Query. This experience allowed me to combine my technical skills in data analysis and visualisation with practical applications, enabling internal teams to independently generate in-depth insights to support data-driven decision-making. Additionally, I helped by guiding colleagues in setting up reports in Power BI and providing support with complex DAX and Power Query questions. My responsibilities also extended to advising on and supporting the setup of the BI architecture, with the goal of building reports and developing Self-Service BI. This helped to improve operational efficiency and foster a culture of self-service analytics within the organisation.

#### RESPONSIBILITIES

- Guiding internal staff in developing reports in Power BI
- Supporting with DAX and Power Query
- Advising on the setup of the BI architecture
- Promoting Self-Service BI in the organisation

#### METHODS AND TECHNOLOGIES

- Power BI for data visualisation and reporting
- DAX for advanced data analysis
- Power Query for data transformation
- Coaching and mentoring in the application of BI tools and concepts

## DATA & POWER PLATFORM ANALYST

2022-04 – 2023-06

### RABOBANK - GLOBAL KYC

In my role within the Global KYC Operations department at Rabobank, I was responsible for managing the accountability reports for Management, Compliance and the Group Board regarding Customer Due Diligence and Client & Transaction Monitoring. My role as Data Analyst and Power Platform Specialist included optimising the chain setup, from customer to back-office analyst, to ensure client integrity. I applied my expertise in metadata management, Reference Data Management, architecture and modelling to improve processes within KYC Operations, with a strong emphasis on using the Microsoft 365 platform, including Power Apps and Power Automate, for automating and streamlining workflows.

#### RESPONSIBILITIES

- Managing accountability reports for Customer Due Diligence and Client & Transaction Monitoring
- Optimising chain setup for efficiency from customer to back-office analyst
- Applying expertise in metadata management and Reference Data Management
- Improving processes and workflows within KYC Operations

#### METHODS AND TECHNOLOGIES

- Microsoft 365 platform (Power Apps, Power Automate) for process automation
- MS BI & Power stack, SQL, SSMS for data analysis and reporting
- Power BI for data visualisation and supporting decision-making processes
- Architecture and modelling techniques for data management

## POWER BI ANALYST AZURE DATA PLATFORM

2021-09 – 2022-04

### HOOGHEEMRAADSCHAP VAN RIJNLAND & SNK

At the Hoogheemraadschappen van Rijnland and Schieland en Krimpenerwaard, I worked as an Azure Data Solution Platform & Power BI Implementation Consultant, with my role focused on translating data strategy into concrete business value. My contribution covered steps three to five of the KVL D&A navigator, beginning with an intensive brainstorming session for Requirements & Capabilities. Together with stakeholders, I conducted an inventory of needs, wishes and focus areas related to Organisation & Governance. This led to a requirements analysis for the Customer Incident Reports Power BI dashboard, a project enabling two water authorities to collaborate via Row Level Security on a shared data source from the CRM system. During the design phase, I co-created a Solutions Design with the application manager that aligned with data literacy requirements. I was also involved in the implementation and testing phase, in which a Microsoft Power BI report on Azure Analysis Service was developed.

#### RESPONSIBILITIES

- Leading brainstorming sessions for Requirements & Capabilities with stakeholders
- Conducting a requirements analysis for the Customer Incident Reports Power BI dashboard
- Co-creating Solutions Design

#### METHODS AND TECHNOLOGIES

- Microsoft Azure for cloud data management
- KVL Azure Data Solutions Platform for strategic data implementation with Azure Blueprints
- Power BI for data visualisation and reporting
- Microsoft Entra ID

## DATA REPORTING ANALYST

2021-09 – 2022-03

### T-MOBILE NETHERLANDS

As a Reporting Specialist at T-Mobile Netherlands, I worked on the COPS project to develop self-service BI reports focused on Telesales, Team Performance and Customer Satisfaction. My focus was on creating custom reports for small demand requests that fell outside of major projects. I was responsible for gathering new requests from the business and developing these reports in QlikView and on the ThoughtSpot platform. Due to the significant custom component, it was also my task to ensure that the business could effectively use these 'small demand' reports. I did this by providing coaching, training and support for the acceptance of the delivered products.

#### RESPONSIBILITIES

- Developing self-service BI reports for Telesales, Team Performance / Customer Satisfaction
- Gathering requirements for custom reports
- Creating reports in QlikView / ThoughtSpot
- Coaching and training business users for effective use of reports

#### METHODS AND TECHNOLOGIES

- QlikView for data visualisation and reporting
- ThoughtSpot for business intelligence and D&A
- TeraData SQL Studio for query development
- Self-service BI techniques for user-driven data analysis

## POWER BI DASHBOARDING ANALYST

2022-04 – 2022-10

### MERCY SHIPS HOLLAND FOUNDATION

At Mercy Ships Holland Foundation, an organisation providing medical care to people in need, I played a crucial role as a Power BI Dashboarding Specialist in the development of the donor dashboard. This role allowed me to directly contribute to increasing transparency and financial insight within the organisation, essential for ensuring effective and efficient support delivery. My responsibilities included designing and implementing the MT Dashboard to support company policy and day-to-day management. I also led the further development of insights around donations, donors, and the logistics and HR processes crucial to ship provisioning. By applying Power Query and DAX, I wrote advanced analytical queries on a VertiPaq Tabular model, laying the foundation for data-driven decision-making within the organisation.

#### RESPONSIBILITIES

- Development of the donor dashboard
- Design and implementation of the MT Dashboard to support company policy and day-to-day management
- Donations, donors, logistics and HR processes
- Writing queries with Power Query and DAX

#### METHODS AND TECHNOLOGIES

- People Driven Dashboarding for user-centred dashboard development
- Power BI for data visualisation and reporting
- Excel for data analysis and management
- Power Query and DAX for advanced data analysis on a VertiPaq Tabular model

## DATA / BUSINESS ANALYST

2018-12 – 2021-03

### QCOMPANY

As a Business Intelligence Consultant at Qcompany, I focused on delivering data solutions for various large clients, with a strong emphasis on improving their decision-making processes and operational efficiency. My role included implementing Power BI reporting environments, where I was responsible for designing, developing and implementing dynamic and interactive dashboards that provided crucial business insights. For a specific client, I played a leading role as an MS BI / Certified Azure Consultant in migrating and configuring their data platform to Microsoft Azure, including the secure transfer of data from Oracle E-Business Suite. I also worked as an Azure Administrator on the architecture and management of internal and external resources, and the management of Azure Active Directories (AAD) within the Microsoft Azure portal, ensuring software/acceptance testing and optimal security and accessibility.

#### RESPONSIBILITIES

- Implementing Power BI environments
- Leading migration and configuration projects to Microsoft Azure
- Architecture and management of Azure resources

#### METHODS AND TECHNOLOGIES

- Lean Six Sigma for Kimball data modelling
- Microsoft Azure for cloud data storage and management
- Power BI for data visualisation and reports
- Oracle E-Business Suite for ERP solutions

## FUNCTIONAL ADMINISTRATOR POWER BI / QBIX

2019-02 – 2021-03

### HOOGHEEMRAADSCHAP DE STICHTSE RIJNLANDEN

As a Business Intelligence Consultant & Functional Administrator Power BI / QBIX at Hoogheemraadschap De Stichtse Rijnlanden, I played a key role in managing and further developing BI solutions that contribute to safe dykes, clean water and dry feet in the southern part of the province of Utrecht and a small part of South Holland. My responsibilities included project management via Scrum, advising on and managing Qbix reports, defining and implementing changes to existing reports, and designing, testing and implementing new reports. I ensured the balancing of individual and organisational interests in changes and maintained the consistency of Qbix within the Power BI architecture, taking into account aspects such as definitions, house style/uniformity, continuity, availability and performance.

#### RESPONSIBILITIES

- Advising on the use of Qbix and reports
- Managing and further developing reports
- Defining and implementing changes to reports
- Designing and setting up new reports
- Ensuring balance between individual and organisational interests in changes

#### METHODS AND TECHNOLOGIES

- Kimball methodology for data modelling
- Oracle eBS for business process management
- Excellence case management system for process management
- Primavera for project management
- Power BI for data visualisation and reporting
- Scrum Project Management

### POWER BISON CONSULTANCY B.V.

In my varied data and lead combination roles, I have focused on different sectors. One of the first was developing and implementing reports directly from cash register systems, specifically targeting the food delivery industry. This task was aimed at strengthening operational efficiency and revenue growth. I also further developed custom fundraising software, including financial reports on AFAS, to support investment decisions. My work also included leading projects for the development of products for Salesforce and CRM systems, with a strong focus on improving customer relationships and driving sales performance. I was also responsible for carrying out project and financial planning for a wide range of business initiatives, ranging from technical installations to logistics operations. I managed various general ledgers, finances, HRM, planning and sales, leading to improved business insight. I also coordinated VvE management for large American real estate projects, including financial management and the contracting of subcontractors on Vantaca. My BI Development role included guiding commodity and crude oil trading, including overseeing financial management, sales planning and strategic market positioning with Agiblocks. Finally, I improved transport and logistics operations by implementing forecasting and planning techniques on Transpas.

#### RESPONSIBILITIES

- Implementing Power BI for data analysis
- Guiding software development projects for operational improvement
- Strategic business functions such as finance / HRM
- Project guidance and backlog management

#### METHODS AND TECHNOLOGIES

- Power BI for data visualisation and analysis
- Agile and Scrum for data project management
- Financial modelling and budgeting on AFAS and Exact
- Custom analyses on management software with Dynamics 365
- Change management projects around data quality