

CV Simeon Hayden

Personal Details

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| First + Last Name | Simeon Hayden |
| Date of Birth | 22/07/1969 |
| City of Residence | 9032 Wondelgem, Oost-Vlaanderen |
| Highest Degree | MSc. Theoretical Particle Physics |

Personal Presentation

My experience in different sectors has exposed me to a broad range of environments and working methodologies, giving me the ability to quickly understand the challenges and opportunities surrounding an assignment.

Relevant Knowledge and Experience

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| Roles | Data Architect, BI Consultant, MDM consultant, functional and technical analyst, developer, designer, tester |
| Technology | Application development - Client-Server, RDBMS systems (Sybase, Oracle, Microsoft SQL Server, Teradata). Reporting - (Business Objects, Hyperion, Crystal Reports, Oracle Reports) |
| Tools | PowerCenter, Toad, MS SQL Server Management Studio, MS Office, MS Visio, Sybase PowerDesigner, DataArchitect, Enterprise Architect |
| Methodologies | Scrum, Waterfall, Kimball DW Design, Inmon DW Design, Dimensional Modeling, ERD modeling |
| Sector Knowledge | Telecoms, Financial, Pharmaceuticals, Education, Automotive Industry, Publishing, Retail, Entertainment, Insurance |
| Languages | <ul style="list-style-type: none">• Dutch: good• English: mother tongue |

Experience

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| Period | October 2018 – September 2019 |
| Client & Sector | Baloise Insurance - Insurance Industry |
| Role / Function | MDM Consultant |
| Project | Party MDM |
| My Contribution | <ul style="list-style-type: none"> • Workshops prepared and given to core business team in the following areas: <ul style="list-style-type: none"> • Explanation of MDM principles • Expectations and requirements gathering • Construction of the following Use Cases, in accordance with in-house (Baloise Belgium) standards: <ul style="list-style-type: none"> • Golden Record Creation • Golden Record Remediation • Data Quality reporting • Data Quality Assessment – conducted in order to support the definition of the business rules required for golden record creation • Input given to facilitate the continuous improvement of data quality at Baloise. Invalid data identified and handed over to Data Quality team for manual correction |
| Technology, tools & methodology | MS SQL Server, MS PowerPoint, MS Excel, MS Word, TIBCO EBX-5, Enterprise Architect |

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| Period | January 2017 – April 2017 |
| Client & Sector | AbinBev (Keyrus) - Brewing Industry |
| Role / Function | MDM Consultant |
| Project | ZBB NG - MDM |
| My Contribution | <ul style="list-style-type: none"> • Technical support to the MDM systems. • Responsible for the delivery of training material covering the end user initiated Bulk Upload process for the MDM systems |
| Technology, tools & methodology | Informatica MDM, MS SQL Server, Informatica PowerCenter, MS PowerPoint, MS Excel |

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| Period | September 2016 – January 2017 |
| Client & Sector | ZorgBedrijf Antwerpen (RealDolmen), Healthcare |
| Role / Function | MDM Consultant, Technical Analyst |
| Project | Master Data Management and Data Quality for CRM Project |

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| My Contribution | <ul style="list-style-type: none"> • Initial analysis of source systems • Definition of data profiling templates • First pass data profiling of source and target systems • Assessing feasibility of proposed initial architectures and providing input for the final data consolidation solution. |
| Technology, tools & methodology | Informatica Data Quality, Oracle 11g, MS SQL Server, MS Dynamics |

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| Period | August 2016 – October 2017 |
| Client & Sector | RealDolmen - IT Consultancy |
| Role / Function | Senior Consultant, Pre-sales support |
| Project | Internal - Sales, Presales, Offering definition |
| My Contribution | <ul style="list-style-type: none"> • Created Data Governance maturity assessment template and questionnaire. • Created pre-sales and offer related documentation for various tenders. • Produced sales documentation and content for the company website in the areas of Data Management and Data Governance. |
| Technology, tools & methodology | Informatica Data Quality, Oracle 11g, MS SQL Server, MS Dynamics |

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| Period | April 2016 – July 2016 |
| Client & Sector | Wabco (RealDolmen) - Automotive Industry |
| Role / Function | Data Architect |
| Project | MDM and Data Quality Assessment |
| My Contribution | <ul style="list-style-type: none"> • MDM Assessment – comprising of an analysis of the client's current situation (with regards customer related data), gathering of new requirements and on the basis of these a proposal for an MDM architecture. Recommendations were made for an implementation roadmap as well as MDM product types. An MDM assessment report and 2 presentations were delivered. • Data Quality Assessment – systems containing customer related data were analyzed, on the basis of flat-file exports, using Informatica's Data Quality tool. A report was delivered giving a detailed profile of each data source, with proposals for further work. |
| Technology, tools & methodology | Informatica Data Quality, Informatica Analyst |

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| Period | Jan 2015 – April 2016 |
| Client & Sector | Johnson & Johnson (RealDolmen) - Pharmaceuticals |
| Role / Function | Data Governance Consultant |
| Project | Drug Development Information Governance, Master Data Management Project |

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| My Contribution | <ul style="list-style-type: none"> Assisting and advising the Data Stewards, Subject Matter Experts and Stakeholders in developing consistent and standardized governance processes. Providing application support and training for Collibra Data Governance Center. Design and implementation of data integrations between Collibra DGC and other business critical governance applications (e.g. Informatica MDM Hub). |
| Technology, tools & methodology | Collibra DGC, Informatica MDM Hub, Informatica Data Services, Oracle 11g, Informatica PowerCenter |

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| Period | October 2014 – December 2014 |
| Client & Sector | Stater N.V. - Financial |
| Role / Function | PowerCenter Analyst / Developer |
| Project | Tallyman data migration / Stater Data vault DWH |
| My Contribution | <ul style="list-style-type: none"> Implementation and unit test of change requests and bug fixes to the Tallyman migration process. Implementation and unit test of re-usable code modules to facilitate DM load processes from the Stater DWH. Enhancement of the DWH staging area load process. |
| Technology, tools & methodology | SQL Server 2008R2/2012, Sybase ASE 15.7, PowerCenter 9.1 - Scrum |

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| Period | January 2014 – September 2014 |
| Client & Sector | Vrije Universiteit Amsterdam - Education |
| Role / Function | Technical analyst |
| Project | Data Quality Improvement |
| My Contribution | <ul style="list-style-type: none"> Reverse engineered and documented the implementation of SAP SLM (Student Lifecycle Management). Delivered physical data models and process descriptions for priority functional areas of the system and catalogued key data elements used. |
| Technology, tools & methodology | MS Word, Oracle 11g, SAP SLM |

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| Period | July 2011 - December 2013 |
| Client & Sector | KPN - Telecoms |
| Role / Function | Senior Data Integration / ETL Consultant |
| Project | Various / IDS DWH |
| My Contribution | <ul style="list-style-type: none"> Developer/designer on several short assignments. A large portion of the work involved replacing MS SQL Server and Oracle sources with the new Teradata based mobile client data model (FACT). |
| Technology, tools & methodology | PowerCenter 9.1, Oracle 11g, SQL Server 2008R2/2012, Teradata 10.3 - Scrum |

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| Period | September 2010 to June 2011 |
| Client & Sector | Volvo I.T. (Belgium) – Automotive Industry |
| Role / Function | Senior DWH/ETL Consultant |
| Project | DWH 2.0 |
| My Contribution | <ul style="list-style-type: none"> Lead developer on flagship DWH project. Responsible for build and technical implementation of ETL processes. The deliveries consisted of a number of PowerCenter processes, of varying complexity, together with packaged Oracle pl/sql functions and procedures. |
| Technology, tools & methodology | PowerCenter 8.6, Oracle 10g, Inmon methodology |

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| Period | November 2009 - February 2010 |
| Client & Sector | Schuitema N.V. – Retail |
| Role / Function | Senior DWH/ETL Consultant |
| Project | Schuitema DWH / 1AN |
| My Contribution | <ul style="list-style-type: none"> Impact analysis of article number change on the data warehouse environments. Responsible for adjustments required to ETL. Investigated performance bottleneck in the reporting environment. Design of new fact table (as solution) and ETL process to fill it. |
| Technology, tools & methodology | PowerCenter 8.6, Oracle 10g |

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|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Period | July 2009 - October 2009 |
| Client & Sector | ABN AMRO - Financial |
| Role / Function | Senior ETL Consultant |
| Project | CRM Data Migration |
| My Contribution | <p>Migration of user entered data related to Call Reports, Activities and Relationships from the Siebel 7.2 to Siebel 8.0 CRM system.</p> <ul style="list-style-type: none"> Design, development, documentation and unit test of ETL. created database objects and windows scripts |
| Technology, tools & methodology | PowerCenter 8.6, DB2, Oracle 10g |

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| Period | December 2008 |
| Client & Sector | Albert Hein (BI4U) - Retail |
| Role / Function | DWH Administrator |
| Project | - |
| My Contribution | <p>Administration of the back end of the Ahold Data warehouse.</p> <ul style="list-style-type: none"> Ensured the continued smooth running of the data warehouse and data mart load processes. In order to do this load problems were investigated and solved at PowerCenter, Unix and database level. |

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| Technology, tools & methodology | PowerCenter 8.6, Unix, Oracle 10g, Control-M |
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| Period | October 2008 to November 2008 |
| Client & Sector | BI4U – I.T. |
| Role / Function | Senior BI Consultant |
| Project | Internal |
| My Contribution | <ul style="list-style-type: none"> Requirement gathering, design, build and testing of a consultant monitoring tool (in house). The tool consisted of a series of forms and reports all created within Microsoft Access. The goal was to monitor consultant contract status, market experience and skills as well as to provide an overview of turnover generated. |
| Technology, tools & methodology | Microsoft Access 2003 |

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| Period | March 2008 - September 2008 |
| Client & Sector | UPC (BI4U) - Telecoms |
| Role / Function | Senior PowerCenter Consultant |
| Project | Marketing DWH |
| My Contribution | <ul style="list-style-type: none"> Build and technical test of ETL processes used in a marketing focused data warehouse. The integration of the various sources and the performance of the data refresh were my focus on this project. |
| Technology, tools & methodology | Oracle 9.2/10g, PowerCenter 7.3 |

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| Period | December 2006 - March 2008 |
| Client & Sector | UPC Corporate (BI4U) - Telecoms |
| Role / Function | Senior PowerCenter Analyst/Developer with Reporting |
| Project | Various |
| My Contribution | <ul style="list-style-type: none"> Design, build and technical test of the ETL processes in several different data integration domains. Development of user requested reports. |
| Technology, tools & methodology | Oracle 9.2/10g, PowerCenter 7.3, PL/SQL, Brio 6.6 (Hyperion) |

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| Period | May 2006 to December 2006 |
| Client & Sector | PCM - Publishing |
| Role / Function | Senior PowerCenter Analyst/Developer |
| Project | DM Maintenance |

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| My Contribution | <ul style="list-style-type: none"> • Source analysis and extraction definition. • Design, build and technical test of the ETL process for several different data marts. |
| Technology, tools & methodology | Oracle 9.2, PowerCenter 7.1, PL/SQL |

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| Period | December 2005 to May 2006 |
| Client & Sector | De Telegraaf - Publishing |
| Role / Function | Senior PowerCenter Analyst / Developer |
| Project | Telegraaf DWH |
| My Contribution | <ul style="list-style-type: none"> • Source analysis and extraction definition. • Design, build and technical test of the ETL process for pre-defined (off the shelf) target model. |
| Technology, tools & methodology | Oracle 9.2, PowerCenter 7.1 |

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| Period | May 2005 - December 2005 |
| Client & Sector | KPN - Telecoms |
| Role / Function | Senior Analyst/Developer |
| Project | FIS DWH |
| My Contribution | <ul style="list-style-type: none"> • Review of 4 sources KPN TV, ADSL (BAAN), Fast Telephony (AVEO) and Billing (Epiphany). • Development of ETL for delivery of the data to FIS DWH. |
| Technology, tools & methodology | Oracle 9i, PowerCenter 6.2 |

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| Period | December 2004 - April 2005 |
| Client & Sector | Casema N.V. - Telecoms |
| Role / Function | Senior PowerCenter Developer |
| Project | Migration |
| My Contribution | <ul style="list-style-type: none"> • Development of ETL for delivery of data from legacy systems (ARES, ARBOR, Vantive) to the Oracle E-business suite. • Analysis of source systems, mapping design and test. • Coaching of staff in Powercenter 6.1 |
| Technology, tools & methodology | Oracle 9i, PowerCenter 6.1 |

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| Period | September 2004 - November 2004 |
| Client & Sector | Mitsubishi Motors Europe B.V. – Automotive Industry |
| Role / Function | PL/SQL Consultant |

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| Project | Support OMS |
| My Contribution | <ul style="list-style-type: none"> • Development of PL/SQL stored procedures to be called via a customized version of the Manugistics Order Management System. • Documentation on the above-mentioned modules; design and execution of unit tests. • Coaching / supervision of junior staff in PL/SQL. |
| Technology, tools & methodology | Oracle 9i |

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| Period | August 2004 |
| Client & Sector | Pfizer (NL) - Pharmaceuticals |
| Role / Function | Data Warehouse Consultant |
| Project | Review DWH |
| My Contribution | <ul style="list-style-type: none"> • Technical review of the Pfizer (NL) Data warehouse. • Presentation of review findings to IT division management. |
| Technology, tools & methodology | PowerCenter 5.1, Oracle 8.1.6 |

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| Period | February 2004 to August 2004 |
| Client & Sector | ING Bank – Financial |
| Role / Function | PowerCenter Developer |
| Project | Various |
| My Contribution | <ul style="list-style-type: none"> • Extractions (mappings) from Oracle DB to Oracle DB, with medium complexity. • Design and coding of PL/SQL module for account balancing – module executed via a PowerCenter mapping. • Documentation of the above-mentioned mappings. • Design execution of unit and system tests. |
| Technology, tools & methodology | PowerCenter 6.2 + 5.1, Oracle 8.1.7 |

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| Period | October 2003 to February 2004 |
| Client & Sector | ING Bank – Financial |
| Role / Function | ETL Developer |
| Project | Various |
| My Contribution | <ul style="list-style-type: none"> • Design, coding and testing extractions (mappings) from flat file (ASCII) into various data marts, with medium complexity. • Documentation. • Design and execution of system and integration tests. |

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| Technology, tools & methodology | PowerCenter 5.1, Oracle 8.1.7 |
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| Period | July 2002 - January 2003 |
| Client & Sector | Wanadoo Nederland B.V. - Telecoms |
| Role / Function | Data Warehouse Designer |
| Project | Various |
| My Contribution | Employed initially to work on a new data warehouse. Consequently worked on : <ul style="list-style-type: none"> • Crystal Report requests. • Database purge code. • Active base reporting <ul style="list-style-type: none"> • Responsible for design, coding and testing of the above modules. |
| Technology, tools & methodology | Oracle 9i, Unix (Solaris), Crystal Reports |

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| Period | August 2000 - January 2002 |
| Client & Sector | Dutchtone / Orange N.V. - Telecoms |
| Role / Function | Data ware house / anti-fraud Designer |
| Project | Fraud Management |
| My Contribution | <ul style="list-style-type: none"> • Maintenance of existing fraud related reports as well as the development of new reports as per internal customer request. • Requirements analysis, design, coding, testing and implementation of all fraud related modules. |
| Technology, tools & methodology | Oracle 7.3.4, Oracle 8.1.7, Unix (Solaris), Business Objects 5.0, PowerCenter 4.7 |

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| Period | December 1999 - August 2000 |
| Client & Sector | Sony Music Europe - Entertainment |
| Role / Function | Oracle Developer |
| Project | Logistic Support |
| My Contribution | <ul style="list-style-type: none"> • Development of new modules for, and the support of the International Service Centre distribution database. • Design, coding and implementation of automatic invoicing and requisition modules. |
| Technology, tools & methodology | Oracle 7.3.4, Oracle forms 4.5, Unix (Solaris) |

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| Period | May 1999 to July 1999 |
| Client & Sector | Easams Limited – I.T. |
| Role / Function | Oracle Developer |

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| Project | Millennium Dome DB |
| My Contribution | <ul style="list-style-type: none"> • Developer on a small (8) in-house project to implement the Vote Database for the Millennium Dome. • Responsible for the design, coding and implementation of various modules. |
| Technology, tools & methodology | Oracle Forms 5.0, Oracle Reports 2.5, Oracle 8.0.4 and Unix shell scripts. |

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| Period | February 1998 - May 1999 |
| Client & Sector | Easams Limited – I.T. |
| Role / Function | Analyst / Developer |
| Project | National Savings bank |
| My Contribution | <ul style="list-style-type: none"> • Software Requirement Specifications. • Software Detailed Design documents. • Coding in several areas of the system. |
| Technology, tools & methodology | Oracle Forms 4.5, Oracle Reports 2.5, Oracle 7.3. Oracle HR (applications). |

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| Period | July 1997 to February 1998 |
| Client & Sector | Easams Limited – I.T. |
| Role / Function | Oracle Developer |
| Project | Various |
| My Contribution | Support and fault fixing. |
| Technology, tools & methodology | Oracle Forms 4.5, Oracle Reports 2.5, Oracle 7.3. Oracle HR (applications). |

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| Period | October 1996 - June 1997 |
| Client & Sector | SYSECA Limited – I.T. |
| Role / Function | Database Programmer |
| Project | National Power RTAP Implementation |
| My Contribution | <ul style="list-style-type: none"> • Developer on a large (20) customer-based project team to configure and customise the Hewlett Packard RTAP system for National Power. • Integration and development of the GUI's for power station plant control. • Developed code for PLC control using the 4-mations language. • Used PL/SQL to aid in automatic generation of the real-time databases. • Testing of code developed. |
| Technology, tools & methodology | Oracle 7.2. RTAP, C, Unix |

Professional Training

| Period | Institution | Content |
|--------|-----------------------|---------------------------------------------------|
| 2015 | The Unit Academy | TOGAF 9.0 Certification |
| 2004 | BI4U | Oracle Warehouse Builder (overview) |
| 2001 | Q4K | Data Warehousing In Depth (Kimball methodology) |
| 2001 | Q4K | Data Warehousing Essentials (Kimball methodology) |
| 2001 | Oracle Education (NL) | Advanced PL/SQL programming |
| 1999 | Platinum Education | Oracle 7 SQL Tuning |
| 1998 | Oracle Education (UK) | Relational Database Analysis and Design |
| 1997 | Platinum Education | Oracle PL/SQL 2.3 |
| 1997 | Oracle Education (UK) | Oracle Forms 4.5 |
| 1996 | Scope Training | C and Unix |

Academic Education

| Period | Type | School / Institution | Degree / Course |
|-------------------------|------------|--------------------------|------------------------------------------|
| 1994 – 1996 (Part-Time) | University | University of Manchester | Theoretical Particle Physics (MSc.) |
| 1991 – 1993 | University | Bristol University | Mathematics / Physics (BSc. Joint Hons.) |