




# SEBASTIAAN JANSEN

 10 - 05 - 1991  
Dutch

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## PROFILE

Sebastiaan is a creative Analytics Translator with a strong affinity for data-driven business development. He is an entrepreneurial, analytical and creative spirit. His hands-on experience with various data types and business environments enables him to adapt quickly. Currently he focuses on creating useful magic from combining customer data, operational metrics, and data science into tangible strategic advice.

## INTERESTS



Running



Piano



Traveling



Cats

## EDUCATION

- **2016** **MSc Double degree Master Marketing**  
*with specializations Marketing Management & Marketing Intelligence (Statistics)*  
University of Groningen  
  
Extra-Curricular:
  - Student Assistant Research Development
  - Chairman MARUG study association
- **2014** **Pre-master Marketing**  
University of Groningen
- **2013** **BSc Industrial Management**  
University of Applied Sciences Windesheim

## PROFESSIONAL EXPERIENCE

- **February 2020** **Unilever Food Solutions**  
*Analytics Translator / BI Team Lead*  
  
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**now**  
  
As Business & Analytics Translator and BI Lead acting as first point of contact for all UFS countries undergoing digital business transformation:
  - Identifying business needs and translating to data deliverables and requirements
  - Give large scale trainings in PowerBI, SQL, Google Analytics to support teams in becoming data driven
  - Liaison between business (Ecom/CD/Marketing/ Management) and data teams  
**BI Team Lead:**
  - Lead a team (line manger) of reporting specialists and data engineers (5FTE)
  - Working with UFS local Ecommerce, Campaigning, Sales teams to deliver reports in PowerBI
  - Deliver global performance and target tracking dashboards to local countries, UFSLT, BTLT and Finance
- **July 2019** **KLM Netherlands**  
*Customer Experience Data consultant*  
  
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**January 2020**  
  
Responsible for all Data deliverables of the Centre of Excellence (CoX) team within the Customer Experience department. The CoX performs research based on operational and customer data for KLM senior management.  
  
**Activities:**
  - Creating and crafting business cases for new initiatives, products and services together with managers
  - Setting up dashboards and creating the KPI framework to monitor performance (Spotfire / SAP BO)
  - Designing a data-driven way of working, including mapping customer journeys, setting up the database structure (SQL Server) while working cross-department.
  - Working closely together with Air France (travel frequently to Paris) to jointly conduct research

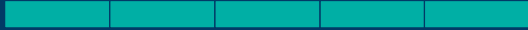
## DIGITAL EXPERIENCE

### SKILLS

Stakeholder Management



Project Management



Talent development



Python



Databricks



SQL



### PROGRAMS

Microsoft Office programs



Google Analytics & Adwords



PowerBI



Azure Blobstorage, Data Factory



### STATISTICAL SOFTWARE

SPSS



Microsoft Excel



R Studio



## LINGUISTIC SKILLS

**Dutch** Mother tongue

**English** Fluent

**German** Good

● July 2017

### Unilever People Data Centre

*Business Analyst (Assignment through Capgemini)*

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● July 2018

At Unilever I worked at the People Data Centre in Rotterdam (also shortly abroad in London). The PDC provides data driven analyses for all the brands of Unilever all over the world. The PDC enables data scientists to use various data science tools (Datalku / Python) and social listening tools. These data driven insights were presented back to the brand teams.

● January 2017

### ABN Amro Bank

*Financial Analyst (Assignment through Capgemini)*

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● July 2017

At ABN I worked together with Deloitte and Accenture on the interest swap recovery program initiated by the Dutch government (HRD project). Setting up both the data architecture as handling customer cases doing risk calculation and data analysis. Next to that acted as squad lead for 4 people managing deliverables and output according to targets.

● January 2017

### Capgemini Netherlands

*Medior Insights & Data Consultant*

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● January 2019

At the Insights & Data division of Capgemini I worked on several internal and external assignments for clients. Ranging from programming to data science to business analysis.

#### Extra activities:

Chairman young professional association organizing network events and social activities for the department (approx. 70 ppl)

● 2013

### Freelancer Sjeez Media Webdesign

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● 2016

As side 'professional' hobby I worked in freelancing in web design and more targeting small and medium sized businesses helping them to develop an online identity. Activities include SEO/SEA, webdesign, ecommerce and online marketing.

## TRAININGS

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|------------------|--|
| <b>Google</b>    | Google Analytics Certified with Google Partners (2017) |
| <b>Coursera</b>  | R programming language and performing analyses         |
| <b>Capgemini</b> | SEMBA (structured expert method for business analysis) |