

# CURRICULUM VITAE FRANK VAN ROEKEL

## Business Intelligence Consultant

### PERSONAL DETAILS:

Name: Frank van Roekel  
 Date of birth: 1977  
 Nationality: Dutch  
 Gender: Male  
 Marital status: Married  
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### PROFILE:

My career has led me to become experienced in development, design, project management and Team management related to Business Intelligence. People compliment me for getting the best out of the technology, people and projects while keeping a positive working atmosphere. I enjoy creating management information, understanding the processes that run in the company, and contribute on keeping the projects low cost, focused on the solution. My focus is to support the company reaching their strategic goals.

### SKILL BASE:

- Business Intelligence development skills (Business Objects, Excell,Etl and SQL)
- Business Intelligence architecture skills (Data warehouse Design, Process management design, Business Analyses)
- Tested management techniques in a international environment
- Proven leadership and human management skills
- Budget design and monitoring
- Roadmap and Portfolio Management
- Trainer and mentor
- Languages: Dutch, English

### IT SKILLS:

Operating systems	Experience in Years	Knowledge level
- Windows NT/2000/XP/Vista	10	Good

- Windows 3.11/95/98 3 Good

## Erp Systems

SAP (R3, BW, Retail)

**Experience in  
Years**

4

**Knowledge level**

Good

## Databases

Oracle

SQL Server

Netezza

MySql

**Experience in  
Years**

7

2

6 mths

6 mths

**Knowledge level**

Good

Good

Average

Average

## BI Tools

- Business Objects (BO)
- Business Objects Designer (BO)
- WebIntelligence (BO)
- Business Objects Data Integrator
- Informatica Powercenter
- Cognos Impromptu
- Cognos Transformer
- Cognos Powerplay
- Cognos Decision DecisionStream

**Experience in  
Years**

8

8

8

7

1

6 mths

6 mths

6 mths

6 mths

**Knowledge level**

Excellent

Excellent

Excellent

Excellent

Average

Average

Average

Average

Good

## Design languages

- Kimball
- Rational Rose
- UML
- DSDM

**Experience in  
Years**

2

1

2

1

**Knowledge level**

Good

Average

Average

Average

## Program languages

- Visual Basic
- Asp
- XML
- Soap
- HTML
- COM / COM+
- Delphi

**Experience in  
Years**

5

2

2

1

2

2

3

**Knowledge level**

Good

Good

Good

Average

Average

Good

Good

- .Net	6 mths	Good
- MS Office	5	Excellent

## EDUCATION:

HBO – Computer Science  
Teacher(BC) in IT and Mathematics

## TRAINING (AFTER WORK):

Project management  
Presentation Techniques  
Team management  
Conflict management  
Communication

## PROFESSIONAL CAREER:

	<b>Telecom Den-Haag, Netherlands</b>
Period	December 2002 – Present
Project:	Business Intelligence project
Branch	Finance / Telecom
Title	Business Intelligence consultant / BI Developer/ Manager / Project Manager
Activities/Results	Listed below are the highlights of the projects and roles I worked on the last five years

Role as Business Partner

As Manager BI development I have an active role in starting up initiatives to support the business reaching their goals. The following initiatives were taken and implemented.

- ODS System: This enabled the Business to report on the same data throughout the company. As a result Sales/Finance and Marketing are using the same definitions and customer image.
- Closed Loop Campaigning: After the release of campaign management we advised and implemented the structure to measure the response directly in stead of indirect response. As a result the campaigns can be evaluated using the exact success rate.
- Customer Service Workstream: After Reorganization within customers service I supported the Business with advising in the reporting and data structures as well as team competencies

The following initiatives are ongoing:

- CRM Management: this project will enable data mining to support the cross and up sell targets. I am involved in setting up models and the tool selection.
- High Performance Architecture: To support BI on demand My team is currently investigating the use of database appliances.
- Dashboard presentation: Enable Sales and Customer service to present their performance in a dynamic dashboard based on Business Objects and a third party plugin.
- Set up roadmaps and goals for the next year(s): Together with Marketing Sales and Finance we create one roadmap that holds the technology goals as well as the Business goals and the technology needed to reach these business goals.

Role as Project Manager/Designer/Developer.

As Project manager I mainly manage BI projects.

The last projects were:

- Rids: The rids project created a Datawarehouse for network management. Enabling monitoring and long term forecasts as well as trend analysis regarding the capacity of the network.
- Finance Operational Datawarehouse: The Finance Dataware house was created to support Operational Finance with identifying customers with bad credit. As well as forecasting and reporting on the dunning levels.
- CVM: The Customer Value Model is a model that was created for Marketing and Sales, it shows the actual value of the customer during his/her lifetime. This is used to base offers on during the campaigning process.
- Commission Management Project: To enable Sales to manage the dealer channels this project created a reporting environment that sales uses to evaluated dealers and stop working with bad dealers.

Role As team manager As team manager I am responsible for a team of 12 people (max 17). In this role the following items are important to me and what makes me the manager that I currently am.

- Have a Bila once every two weeks.
- Make sure that my team understands the goals and mission of the company.
- Have regular out of the office events.
- Manage the budgets so that financial targets are met.
- My team manages more than 400 end users and has a service oriented mentality.

## **Various companies**

Period: January 2000 – Present  
Project: IT training  
Branch: Company's en Government  
Title: Trainer  
Activities: The training of people in use, development and implementation of Management information solutions  
Software: Business Objects Reporter + Designer, Data Integrator, Frontpage, Word, Excel, Acces, Microsoft Projects, SQL, XML, COM, Asp, COM+, VB, VBA, Delphi, XML, UML.

## **Union (FNV)**

Period: December 2005 – June 2006  
Project: CRM BI Project  
Branch: Union  
Title: Business Intelligence consultant / BI Developer / BI Architect / BI Trainer  
Activities:

- Create a BI implementation approach from quick wins to Data warehouse environment.
- Training of end users.
- Developer of first step.

## **Financial Institute**

Period: November 2002  
Project: Intranet project  
Branch: Finance  
Title: Business Intelligence consultant / BI Developer  
Activities:

- Installation of business objects.
- Rollout of webbi
- Training of end/users.

## **Copier manufacturer**

Period: January 2002 – November 2002  
Project: B2B project

Branch High Tech  
Title Business consultant / BI Developer  
Activities

- The modeling and extractions of data from SAP using Acta (now known as data integrator)
- Installation of business objects.
- Training of end/users.

## **Pharmacy (Brussel)**

Period November 2001 – December 2001  
Project: Data Warehouse  
Branch Pharmacy  
Title Business Consultant / BI Developer  
Activities

- The modeling and extraction of the data warehouse
- Building the ETL structures
- Testing

## **Copier manufacturer**

Period March 2001 – May 2001  
Project: Proof of Concept  
Branch Copiers  
Title Business Consultant / BI Developer  
Activities

- Proof of concept for selecting the ETL tool for development of an enterprise wide Data Warehouse.
- Modeling: DSDM, UML
- ETL tools: Acta (Data Integrator), DecisionStream

## **Telecom (Antwerp)**

Period August 2001 – November 2001  
Project: Human resources data warehouse  
Branch Telecom  
Title Business Consultant / BI Developer  
Activities

- Development on the HR data warehouse
- Installation of business objects.

## **Flower auction**

Period: January 2001 – June 2001  
Project: Consultancy / training, Visual Basic  
Title Consultant / Trainer  
Branch: Application Development  
Activities:

- Training of developers in Visual Basic.
- Support the start up and development of new applications such as the touch screen order wall.

**ROC Eindhoven**

Period: Aug 2000 – Dec 2001  
Project: Teacher  
Branch: School  
Title: Teacher  
Activities: 

- Teacher Delphi, DBA, SQL and social studies.

**HOBBY'S:**

Basketball  
Snowboarding  
Music  
Reading