**Oytun Deniz**

Dumlupınar Mah. BARIŞ Sok. C blok Apt. No: 7 C / 152 KADIKOY / İSTANBUL

[Oytun.Deniz@gmail.com](mailto:Oytun.Deniz@gmail.com)

+90 544 201 60 68

**Summary**

With over 10-year experience, 7-year experience data warehousing and data analysis, I have gained a deep understanding of enterprise data warehouse (EDW) and technical implementations. 1-year experience digital transformation. I’m responsible for orchestration of the transformation which includes supervising the progress of initiatives in the implementation, managing action plan execution and ensure coordination, removing blockers and escalate if necessary, reporting program progress to leadership, disseminating transformation and foster culture. In addit

**Work Experience**

**Fibabanka,** *10.2019 – Present*

*Individual Banking Analytics & Analytic Center of Excellence Manager 07.2021 – Present*

* **Balancing technical nuances across domains of data,** math/stats, machine learning and software and connects them to business context and value.
* **Launching data science solution** for real-world applications
* **Managing business process changes,** production-level code and IT operations are needed to bring about business value.

*Digital Transformation Manager 10.2019 – 07.2021*

My key responsibilities and technical capabilities:

* **Leading comprehensive transformations** by driving initiative teams, ensuring the success of transformation and providing visibility of progress
* **Planning transformation in alignment with all stakeholders** including defining initiatives, deliverables and time-plan.
* **Managing transformation** and ensuring successful completion within the specified budget and timeline
* **Providing coaching** to and motivates initiative teams to ensure success.
* **Collaborating with stakeholders to ensure the transformation vision and roadmap are understood**, adopted and supported.
* **Creating a culture** of continuous improvement within the organization
* **Appropriately challenges the team’s thinking**, asks questions to trigger new ideas and insights, rigorously considers diverse perspectives.
* **Managing relationships with multiple vendors**

Working as Transformation manager on:

*IT Transformation Project,* *08.2020 – 08.2021*

Leading and monitoring transformations by driving initiative teams

*Data Transformation Project,* *10.2019 – 08.2020*

Leading and monitoring transformations by driving initiative teams

* **Data Model & architecture (Lead and encourage 4 teams to work agile to ensure the success of transformation)**
  + ***Setting up layered core systems data model***: Building a layered data model for core systems and clean up operational databases
  + ***Setting up layered DWH data model*:** Building a layered data model for DWH based on business requirements
  + ***Building target data architecture (developing single source of truth):*** Implementing target data architecture from extraction layer till data consumption layer, developing single source of truth at DWH level
  + ***Building advanced analytics infrastructure*:** Defining and implementing target advanced analytics infrastructure
* **Data lifecycle & analytics**
  + ***Enabling self service reporting***: Implementing self service reporting system, speed up business reporting and reduce IT dependency
  + ***Implementing holistic data element lifecycle:*** Designing and implementing data dictionary and quality rules for data elements and initiating quality measurement
  + ***Establishing effective data & reporting governance:*** Defining and implementing effective data and reporting governance framework to handle data related process (e.g., incorporating data architecture stage-gates, central project prioritization)
* **Organization**
  + ***Skill mapping and upskilling for core data management*:** Mapping technology and data management skills of employees in technology and data consuming units, developing capability building program to address skill gaps.
  + ***Establishing effective demand management*:** Implementing demand management methodology to collect, review and prioritize business requirements.
  + ***Creating company-wide culture*:** Defining and establishing a strong data driven mindset & culture for the organization

*Campaign management tool procurement*:

* Leaded to procurement process to multi-channel campaign management. Used vendor profile, implementation capabilities and tool capabilities as evaluation dimensions to evaluate the vendors throughout all steps of procurement process.

**Yapi Kredi/UniCredit Bank**, *11.2013 – 10.2019*

*Summary:*

Recent 3 years, I have been involved as a delivery lead in EDW re-platforming project from bottom to top including data analytics, business intelligence, operational reporting, data modelling (EDW layer, Conformed layer, Datamart layer) and team management. Accordingly, I have also been working closely with data technology teams such as Project Management Office, Business Analytics, Data Architecture, Data Governance, Analytics and Infrastructure.

*IT Project Analyst (Associate manager), 01.2016 – 10.2019*

My key responsibilities and technical capabilities:

* **Self-service information with business data catalog and user support:** Defining and implementing data warehouse standards and best practices, database performance, security and database access by working with other teams upon architectural patterns.
* **Demand management and planning:** Estimating work effort and duration of EDW projects.
* **Technical implementation of physical data models:** Working closely with data architect team in order to meet enterprise architecture and business requirements for data warehousing and data access layer to manage and ensure efficiency of platforms.
* **Capacity and availability management:** Working closely with infrastructure team to manage EDW platforms.
* **Managing EDW analytics modules:** Working with operational data and operational data teams in order to manage EDW sources and working with analytics team to EDW analytics modules.
* **Overseeing:** Supervising the work of the team about EDW modelling and support.
* **Big data architectures (Spark, Zookeeper, Cloudera, Sqoop, Hue, and Hive, etc.)**: Using big data environment in order to store operational data sources (ODS) especially for cold data. For example, 10-year credit card transaction on EDW level. Our ODS layer contains only 1-year data. In case of the need of operational reporting, we use Oracle Big Query (SQL) technology to connect EDW Exadata cluster to Cloudera cluster (Not Oracle Big Data appliance) for remaining 9-year operational data access.

Worked as Project Delivery Lead, Project Team Manager on:

*Enterprise Data Warehouse Operational Reporting Stream, 01.01.2019 – 31.12.2019*

* Project Objective & Scope: Converting ~2300 Operational reports to Enterprise Data warehouse and Operational Data Sources level.
* My Team:
  + 4 data Analyst
  + 3 ETL Developer
  + 8 Business Intelligence Developer

Worked as Project Delivery Lead, Project Team Manager on:

*Enterprise Data Warehouse Credit Card Module, 01.01.2017 – 01.01.2019, 2345 m/d*

* Project Objective & Scope: Creating, Enterprise Data warehouse, foundation, conformedlayer and DataMart layer of credit cards module with 234 automatized report.
* My Team:
  + 4 Data Analyst
  + 4 ETL Developer
  + 5 Business Intelligence Developer

Worked as Project Delivery Lead – Technical Project Manager on:

*Internal Control Statistical Modelling, 15.01.2017 – 30.03.2018, 650 m/d, 2M budget, Turnkey*

* Project Objective & Scope: conformedlayer creation on Enterprise Data warehouse to fulfill the data needs of 186 internal control scenarios. Statistical data mining scores calculation to decrease false ratio ration of audit finding.
* Project Stakeholder Companies: Komtaş, Bitek Analytics, Asseco SEE

Worked as Project Delivery Lead on:

*Complaint Management System DataMart 01.09.2015 – 01.03.2016, 400 m/d*

* Designed Complaint Management System DataMart in Data warehouse. Integrated 4 different system.
* Automated all legal, operation reporting activities.
* Designed Business Objects Universe with 45 tables.

*Senior Business Analyst, 11.2013 – 01.2016*

Responsible for Effort Estimate, Analysis, Test, UAT and Delivery Processes of Demands.

Technologies:

* T-SQL
* PL-SQL

Worked as Project Delivery Lead on:

*Customer Experience – Top Management Dashboard, 01.01.2015 – 30.10.2015, 605 m/d*

* Specified 4 categories: Relationship, Ease of Work, Speed of Service, Accuracy and calculated 172 key performance indicators (KPIs) directly related to customer experience and visualized them with business objects reports and ClickView – Top management Dashboard.

*Campaign Process for Increasing the Credit Card Interest Revenue 26.01.2015 – 22.04.2015, 175 m/d*

* Calculated new metrics and KPI’s for customers to be used in automated campaign process for increasing the Credit Card Interest Revenue.

*Data Quality for Outbound Calls and Best Phone Algorithm Calculation 26.04.2014 – 22.12.2014, 923 m/d*

* The aim of this project was to establish data quality process for outbound call needs by improving data quality and ensuring more efficient use. We developed a new algorithm to find best reachable phone number of our customers.

*Credit Line Optimization, 23.12.2013 – 11.08.2014, 562 m/d*

* Prepared Credit Card Customer DataMart with 170 columns and used it for SAS model input.
* Created SAS models to select the optimum customer target list for credit card limit increase and calculate the EVA score for each customer in these lists. Populated CMT and CDA systems with SAS models output data. Reporting the actions taken from these customers.

**Philogica – Yapi Kredi Bank (outsource),***07.2012 – 11.2013*

*Business Analyst*

Responsible for Effort Estimate, Analysis, Test, UAT and Delivery Processes of Demands.

Worked on data integration project: Open World Ocean (*07.2012 – 11.2013)*

* Within the scope of Open World project, Smartsoft, the company, implements OCEAN Payment Processing solution, Proceed - Prepaid and Debit Card Management solution, MFS - Mobile Financial Services solution so that Yapi Kredi Bank can alter its systems from legacy systems to Smartsoft solutions.

**OBASE Consulting,** *09.2011 – 06.2012*

*Software Developer*

Technologies: Dynamics Ax 2009, Dynamics Ax for Retail, Dynamics Ax 2009: SSRS, Dynamics Ax 2009: Enterprise portal, Dynamics Ax Retail POS, Dynamics Ax - IBM POS Integrations, C# .net

* Assisted a team of software consultants in analyzing and developing ERP system.
* Participated in all phases of business development including opportunity identification and development
* Demonstrated strategic and analytical thinking by leading development, implementation and quality management.
* Analyzed and developed all operational report requirements of clients. This development increased branch staff time.
* Developed a loyalty system which was embedded into client’s ERP system. This development increased company sales by 12,7 percent for specific timeline.

**Avnet Technology Solutions,** *02.2009 – 09.2011, Part-Time*

*Software Developer*

* Developed vacation tracking system which was embedded into the company’s ERP system. With this system, 70 people now get their vacation metrics from reports. This automation improved HR and Finance departmental performance 2 M/D in a month.
* Technologies: C#, .net Technologies, Silverlight, ASP.net

**AKORA Technology,** *05.2008 – 01.2009, Part-Time*

*Internship*

* Designed web-based application for sales team. Sales team used Storage Configurator to configure the best and the most effective storage setup. With this system, storage sales increased by 5 percent.

**Education**

**OKAN University,** *09.2006 – 06.2011*

*Bachelor of Science*

* Major: Information Systems and Technologies, GPA 3.31/4.00.
* Relevant Courses: Project Management (BB), Customer Relationship Management (BA), Management Information System (AA), Information Seminars (BA), Introduction of Statistic (BA), Accounting (BA), Economics (BA).

**MEF University,** 2017 – 2018

Master’s Degree

* Major: Big Data Analytics.

**Skills and Other Information**

* Languages: Fluent in English.
* Computer Skills: MS-Office, C#, T-SQL, PL-SQL, X++, .net Technologies. Power Designer
* Membership: Informatics Association of Turkey (<http://en.tbd.org.tr>).
* Military Status: Completed