

Contact

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Top Skills

VBA
MapInfo
MapBasic

Languages

Romanian
English
French

Honors-Awards

"Vodafone Hero" award for
innovation
Certificate of Excellence
Certificate of Appreciation

Sorin Sion

Operational Intelligence and GIS Consultant at TechFuSion srl
Bucharest, Romania

Summary

GIS, Geomarketing and BPM/BPA evangelist and practitioner, with a broad experience in optimizing investments and distribution of products and services, constantly exploring new methods and tools that result in quicker time to value for customers.

Able to successfully communicate with management, vendors, own team and internal departments and coordinate mixed teams toward the common business goals.

Expertise in processing huge amounts of data to extract relevant information for decision support systems and building effective decision support tools.

Demonstrated achiever, able to find optimal, innovative, cost-effective and high performance solutions to business problems.

Software tools: SSIS/SSAS/SSRS, IBM InfoSphere DataStage, Talend Open Studio for Big Data, MS Visual Studio, SAP Power Designer, SAP BO BI, Informatica Powercenter, Oracle ODI, PL/SQL Developer, MS Office, Power BI, MapInfo, ArcGIS

Databases: Oracle, MS SQL Server, MySQL, Netezza, PostgreSQL, MongoDB

Operating Systems: Windows, Linux

Programming: Visual Basic, VBA, VBScript, PowerShell, Windows/Linux shell scripting, ASP.NET, VB.Net, MapBasic, Python, Java, JavaScript

Interested in start-ups as well as in established and careful planning companies that seek to expand their business.

Experience

Joint Research Center, European Commission
Information Systems Developer
February 2019 - Present (7 years 8 months)

Ispra

- Support the development of the Invasive Alien Species (IAS) Europe app as a tool in the IAS surveillance activities in Europe. Replace FME (paid)

functionalities and workflows with free/open source solutions (Talend, Power BI, Google Earth). Created a fully automated reporting system based on the collected Citizen Science data on the EASIN website - <https://easin.jrc.ec.europa.eu/easin>.

- Development of the Nitrates Directive Reporting Database as an operational spatial data store meant to harmonize member state datasets. Analysis of the collected data according to the reporting requirements.
- Designed the architecture and developed the data flows of the EU Wastewater Observatory for Public Health - <https://wastewater-observatory.jrc.ec.europa.eu/>
- Designed the architecture and developed The Global Consortium for Wastewater & Environmental Surveillance (GLOWACON) platform - <https://glowacon.org/>

InfoStages Advisors

Operational Intelligence and GIS Consultant

July 2016 - Present (10 years 3 months)

Bucharest, Romania

Strong advocate of process optimization and automation, applied to both early adopters and mature organizations. Acting as both BPM/BPA evangelist and practitioner, I am constantly exploring new methods and tools that result in quicker time to value for customers.

Independent

Business Intelligence and GIS Consultant

June 2016 - February 2019 (2 years 9 months)

Bucharest

Projects:

- ING Bank Romania (banking) Data Warehouse Consultant - system analysis, development, testing (IBM DataStage, PL/SQL). Optimizing source to target ETL components.
- SCOR (insurance) Consultant - Developed PoC on using Talend (data integration), Netezza (DWH), MS SQL Server (repository) and IIS/ASP.NET/VB.NET (front end) for a high performance solution for actuarial adjustments based on dynamic input and fixed output data structures.
- Erste Bank Austria (banking) Data Warehouse Consultant - system analysis, development (SAP Power Designer, Oracle ODI, PL/SQL). Assisting in migration to a new business model and new DW architecture (IBM industry model). Business analysis of the new data sources. Mapping the new data sources to the new DW targets. Creating technical mappings between

sources and targets using Power Designer. Creating ETL jobs using the local framework (ODI). Testing and debugging the workflows and ensuring data quality.

- Vodafone Romania (telecom) – System Analyst. Assisting in upgrading the CRM system and migration of the Ordering System to a new platform, integrated with the new CRM. Tools: Informatica Powercenter (Designer and Workflow Manager), PL/SQL.
- EON Romania (energy) – System Analysis, development (debugging and optimizing Talend ETL jobs, migration of the WSO2 solution from the development to the production environment).
- Ooredoo Myanmar (telecom) - built automated coverage maps processing and analysis system, training staff.

Ooredoo Myanmar

Geomarketing & GIS Manager

February 2014 - June 2016 (2 years 5 months)

Yangon, Myanmar

Developed methodologies to prioritize investments of hundreds of million USD in network rollout (3G and 4G). Built the internal GIS platform, integrated it with the BI system and automated outputs. Delivered geo-marketing insights and reports to the upper management. Designed and implemented a branding, sales and distribution audit GIS system. Developed the Market Intelligence platform and automated the integration and reporting processes. Built and maintained the initial Numbers Management System.

BION Advanced Support Team

Business Intelligence Consultant

March 2012 - February 2014 (2 years)

Delivering business intelligence consultancy according to customer needs, i.e. identifying reporting needs analysis for Casa Națională de Pensii Publice (National Pensions Fund), building table-type and map-type reports (an integrated geostatistics reporting system built on SSIS/SSAS/SSRS with MS SQL Server backend and Sharepoint frontend) for Agenția Națională de Administrare Fiscală (National Fiscal Administration Agency). Developed a large range of business intelligence services (business analysis, source to staging and staging to Data Warehouse using Talend, building Universes and reports in SAP BO BI with Oracle backend and doing all the software maintainance) plus customized reports in Excel+VBA for Agenția Națională pentru Protecția Mediului (National Environment Protection Agency). ETL and Sharepoint reporting solution for Autoritatea Națională pentru Persoanele

cu Dizabilități (National Authority for People with Disabilities). Developed Sharepoint solution for Ministerul Mediului și Pădurilor (Ministry of Environment and Forests).

Vodafone Romania

Geo-Marketing Manager

May 2007 - February 2012 (4 years 10 months)

Coordinate the Geo-Marketing team, build Geo-Marketing analyses and offer business intelligence consultancy to the Executive to support and optimize the distribution of existing services and development of new services, developing sound expansion policies for medium and long term, prioritize the network investment budget (up to 30M Euro), develop and support development of Geo-Marketing and Geo-Sales tools, develop fuzzy logic geocoding and matching algorithms to integrate various data sources. The core of my Geo-Marketing activities consisted in analyzing usage patterns and trends for our services in a geographical and competitive perspective and prioritizing investments such as to maximize the revenues without sacrificing network KPIs. My contribution helped in building in Romania the most efficient network in the whole Vodafone group, worldwide and achieving equal coverage with our main competitor with a significantly lower number of sites (equivalent to ca. 60M Euro investment) and better service, as certified by independent auditors in 2011 (see <http://www.p3-group.com/en/service-certification-22656.html>).

Connex / Vodafone Romania

Geo-Marketing Project Manager

January 2002 - May 2007 (5 years 5 months)

Build geo-marketing analyses for Executive use, build coverage business cases, coordinate the coverage requests flow and prioritize the network coverage budget. Coordinated geo-marketing field operators team to collect information on own radio/distribution network and competitors' one. Build and maintained the geo-marketing database.

Connex

Market Research Project Manager

January 1999 - January 2002 (3 years 1 month)

Identifying research needs with the chiefs of departments, research planning, designing research projects, monitoring their execution with the research agencies, presenting the results to internal clients and support them with applied research insights in their area of specialty.

SERA Romania

Technical Assistant

January 1998 - January 1999 (1 year 1 month)

Worked in an EU/PHARE project regarding children in need, "Bridging Technical Assistance to Support the Romanian Authorities Implement the Global Child Protection Reform at County Level". Apart of my duties as a regular member of the team (offering technical assistance to the targeted institutions), during this period I designed and set up the first National Monitoring System for Children in Need (a nationwide database), for the Romanian Government.

Mercury Research

Data analyst

January 1997 - January 1998 (1 year 1 month)

By optimizing the information flow and implementing programmatic approaches in the data processing area, I enhanced our department's capacity to execute standard research contracts threefold, with a similar impact in revenues.

Ministerul Cercetarii si Tehnologiei

Specialty Adviser

January 1996 - January 1997 (1 year 1 month)

I worked with the team that developed the Governmental Decision for ministry's reorganization. I also elaborated a training policy to improve the Human Resource Management in MCT and an IT development plan for MCT to improve its communication capacity/skills and the availability of information for the actors involved in the Research, Development and Innovation field. In the same time I worked in the team responsible for the Romanian EU/PHARE Public Administration Reform Program (MCT was, as result of our work, one of the ministries selected for starting Pilot-Projects in this area).

Youth Research Centre (Centrul de Studii si Cercetari pentru

Probleme de Tineret - C.S.C.P.T.)

Research Assistant / Scientific Researcher / Head of Department

January 1992 - January 1997 (5 years 1 month)

Research designing, sampling and data processing, coordination of the territorial network of interviewers, moderating focus-groups, training staff in using research software, desktop publishing.

As a side activity I also set up the computer network (Novell based) in YRC and did all the system administration (hardware and software).

During this period I worked with some of my former teachers in various research projects, and also with some private companies specialized in marketing and social research (IRSOP - Romanian Institute for Public Opinion, CSUR - Center for Urban and Regional Sociology, CEMATT - Centre for Management and Technological Transfer, ICCV - The Romanian Institute for the Quality of Life, CISSS - The Independent Centre for Sociological Studies and Polls, ISOGEP - The Geo-Political Studies Centre, GISO - The Independent Group for Polls

Education

Universitatea din București / University of Bucharest

Bachelor of Arts, Sociology · (1991 - 1996)

"Petru Rares" high school

Graduate, Mathematics, Physics · (1983 - 1986)