



# TIMEA TOLTSZEKI

Head of Data and Platforms

## CONTACT

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## EDUCATION

### MA Latin American and Caribbean Studies

Utrecht University  
2012 - 2013

### MBA

Corvinus University of Budapest  
2010 - 2012

### BA Economic Diplomacy and International Relations

Budapest Business School  
2005 - 2009

## SKILLS

Data Visualization

Business Intelligence

SQL

Snowflake

Python

Analytical engineering

UX/UI Design

## WORK EXPERIENCE

### HEAD OF DATA & PLATFORMS

2022- present

#### BOEHRINGER INGELHEIM | AMSTERDAM

- Define and establish a strategic roadmap for reporting and analytics initiatives, and translate business needs into reporting and analytics opportunities.
- Develop and maintain data analytics tools and platforms, including data visualization (Tableau & Power BI), data mining, and predictive analytics tools.
- Train, develop, and coach relevant local internal stakeholders, local data stewards, and digital specialists.
- Provide strategic talent development, hiring, performance management, training, and budgeting.
- Lead and own the Global implementation and governance of Data & Platforms in the region such as Snowflake, Veeva CRM, Adobe Analytics, or Adobe Campaign.

### SENIOR BUSINESS INTELLIGENCE DEVELOPER

2021 - 2022

#### LEASEPLAN | AMSTERDAM

- Lead Tableau developer in the most profitable collaboration with Amazon.
- Responsible for the development and maintenance of the data platform, ensuring data accuracy, security, and scalability. Designing database structures, optimizing queries, and implementing ETL processes.
- Design and deploy top-notch solutions and data visualizations. This involved creating visually appealing and interactive dashboards that effectively communicated insights from complex datasets.
- Data community building, mentoring junior colleagues, and organizing learning sessions.
- Tableau server admin, user automation, and performance maintenance.

### REPORTING AND DATA VISUALIZATION MANAGER

#### BAYER | BASEL, CH

2021 - 2021

- Translating ideas for Bayer markets to drive analytics insights based on market requirements.

## PASSIONS

- DATA + Women
- Women in Tech
- mentoring & coaching
- public speaking
- content creation

## CERTIFICATION

Snowflake                  Tableau  
dbt  
Databricks  
Power BI

## AWARDS

Tableau Ambassador  
Top 100 Data and Analytics  
Professional by ONCON ICON  
AWARDS

## LANGUAGES

English                      
Hungarian                  
Portuguese                 
Spanish                      
Dutch                      

- Globally rolling out Snowflake and Tableau-based data platform and reporting tool with curated and self-service data
- Driving the global configuration, change management, data scouting, and project delivery.
- Responsible for data visualization wire-framing and prototyping.
- Guiding the markets with end-to-end business analytics, insights, and any additional ad-hoc queries.

### GLOBAL SR. BI ANALYST

2018 - 2021

#### IDEXX LABORATORIES | HOOFFDORP

- Create valuable dashboards and reporting using SAS and Tableau that facilitate the daily decision-making of stakeholders across 90 laboratories globally.
- Statistical modeling on certain diseases, an expert in pathology, immunology, customer, and patient behavioral reporting.
- Responsible for ETL and analyzing data for both internal and collaborative research projects, working with biostatisticians and researchers to implement the appropriate data analyses in SAS.
- Tableau champion, according to the Blueprint establishing data community within the company

### BI ANALYST

2017-2018

#### UBM | AMSTERDAM - LONDON

- Developing omnichannel marketing metrics and analytics (web, mobile app, social media, online and offline channels).
- Planning and executing descriptive, prescriptive, and predictive analytics projects to solve business problems and to support business objectives (using Tableau, SQL, SAS visual analytics, Alteryx, Oracle OBIEE).
- Deliver analysis, insights, personas, and recommendations to support enhancements to site usability, content, marketing, sales, and the overall customer experience.
- Track and monitor past and current trends, marketing campaign performance, sales forecasting, and user behavior.

### CRM ANALYST

2013-2017

#### RÉSEAUX IP EUROPÉEN COORDINATION CENTRE (RIPE NCC) | AMSTERDAM

- Reporting and dashboarding, identifying the “customer journeys and stories” based on the data analysis
- Provided CRM data extraction, analytics, and insights to the business, proving the effectiveness and drive continuous improvement
- Developed CRM KPI dashboards, monthly tracking, and analysis of KPIs
- Delivered regular and ad hoc training on the systems and databases for the business users