JOHAN STRYDOM

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PROFESSIONAL PROFILE

A proven Data Scientist and systems engineer with 10 years experience mining and interpreting data, then using data visualization techniques to present said information, enabling valuable decision making. His strategic capabilities and innovative perspective set him apart and position him as someone who can take the initiative and lead key product and business development projects, especially in the retail banking and finance sectors. With his advanced ability to profile consumer behaviour and provide simple insight into complex data, he undoubtedly suits a company that values strategic data gathering and interpretation to drive desired business growth.

CORE COMPETENCIES

- Banking Products
- Data Mining
- Data Analytics
- Data Solutions Design
- Innovation
- Business Systems
- Project Management
- Customer Insights
- Programming
- Problem Solving
- Communication
- Critical Thinking

WORK EXPERIENCE

- **DATA SCIENTIST** - First National Bank - *Sep 2018 – Current*
- **PROFITABILITY & VALUE ADDS MANAGER** - First National Bank - *Nov 2017 – Aug 2018*
- **REWARDS MANAGER** - First National Bank - *Jan 2017 – Oct 2017*
- **PRODUCT ANALYST/CUSTOMER VALUE MANAGEMENT** - First National Bank - *Oct 2013 – Dec 2016*
- **STRATEGY ANALYST** (SALES STRATEGY & ANALYTICS) - Nedbank - *Mar 2012 – Sept 2013*
- **JUNIOR BUSINESS ANALYST** - Volition Consulting Services - *Nov 2009 – Feb 2012*
- **PROCESS ENGINEER** - Wispeco Aluminium - *Dec 2006 – Oct 2009*

EDUCATION & EXTENDED LEARNING

- M.Sc Masters of Science in Analytics, Georgia Institute of Technology – *Ongoing*
- B.Eng Industrial & Systems Engineering, University of Pretoria - *2006*
- Implementing and maintaining MS SSAS - *2008, 2014*
- New Managers Development Programme, University of Stellenbosch - *2015*
- IBM Data Science Professional Certificate - *2019*

TECHNICAL SKILLS

- **Languages and Frameworks:** SQL, Scala, Python, Spark (including Spark SQL), Hive, Netezza
- **Notebooks used for analysis:** Zeppelin, Jupyter Notebook, JupyterLab, Ambari (analyst)
- **IDEs used:** IntelliJ IDEA, Aginity, MS SQL Server, Sublime

ACHIEVEMENTS & AWARDS

- **Recognised And Awarded For Accountability** - The principle lead for the FNB Rewards program resigned. This left an immediate knowledge gap. I took the initiative and stepped into the role at a time where many decisions were needed and a lot of buy in required to advance the project. I delivered a model that was signed off by all stakeholders, which predicted the costs to a 98% accuracy.

- **Recognised And Awarded For Innovation** - The costing model I developed divided the costs equitably between the participating stakeholders. This action was necessary as the rewards program changed fundamentally. The proposed model was agreed to by all the stakeholder's CFO's and recognised for the innovation it represented.

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WORK EXPERIENCE - *Extended*

DATA SCIENTIST

First National Bank - *Sep 2018 – Current*

- Coordinate and manage the upgrading process of a legacy mainframe system onto a Hadoop platform with Apache Spark integration.
- Responsible for deployment of a generic parameterized process for aggregations that are used in credit score cards.
- Expanding of frame work to include multiple input sources for fail-over safety.
- Development and implementation of data quality checks to ensure data integrity from source.
- Build the banks capacity for agile model deployment onto the Spark cluster.
- Improving FNB's responsiveness to customer centric requirements through our banking systems.

PROFITABILITY & VALUE ADDS MANAGER

First National Bank - *Nov 2017 – Aug 2018*

- Detailed analysis to deliver understanding of profit drivers from both customer behaviour and banking requirement perspectives, in order to increase account profitability.
- These insights used to inform value proposition design.
- Management of contracts with external vendors that render value added services forming part of the value proposition.
- Developing and proposing new features for the value proposition and overseeing queries of all value-added benefits implemented.

REWARDS MANAGER

First National Bank - *Jan 2017 – Oct 2017*

- Managing all activities related to the FNB Rewards program for the lower income segment.
- Coordinating business rules from participating product houses, performing financial impact modelling, combining these inputs as well as managing all stakeholder approvals of the overall framework based on the modelling outcomes.
- Implementation of the framework was done through business requirement specification (BRS) documentation and user acceptance testing (UAT), performed while implementing the framework.
- After implementation, monthly reporting was automated in order to track accuracy of modelling and progress on program take-up (which was accurate to 98% of accrued costs).
- Overseeing of market analysis which informed follow on strategies
- Marketing material and legal compliance was also overseen, while managing customer queries and feedback.

PRODUCT ANALYST/CUSTOMER VALUE MANAGEMENT

First National Bank - *Oct 2013 – Dec 2016*

- Analyse data, drawing insights on customer behaviour and translating these into concise unambiguous views.
- From these views communication campaigns were designed to increase customer value, build customer trust and reduce account attrition.
- Designed and implementation of many systems through coordinating and organising peers and external vendors, including an automated and integrated campaign execution systems, which lead each customer on their individualised value journey.

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WORK EXPERIENCE - *continued*

STRATEGY ANALYST (SALES STRATEGY & ANALYTICS)
Nedbank - *Mar 2012 – Sept 2013*

- Identify relationships in large data sets, as well as their meaning and implications, both strategically and operationally.
- These relationships were used to inform future business and operational strategies.

JUNIOR BUSINESS ANALYST
Volition Consulting Services - *Nov 2009 – Feb 2012*

- Extracting and understanding business requirements from client interaction and internal scope establishment.
- Developing and driving analytical models to aid in strategic decision making.

PROCESS ENGINEER
Wispeco Aluminium - *Dec 2006 – Oct 2009*

- To improve business and production operation's efficiency by applying engineering principles to design, develop and implement planning and control systems.

References available upon request.

PERSONAL SUMMARY

My passion lies in designing systems for data mining and data engineering that provide valuable insight into consumer behaviour and trends that allow for informed decision making. Some may refer to it as data science, I also see it as using the numbers to paint a picture. If you give me any company's data, I can design a system to extract a wealth of information for them in an easy to understand representation or "picture".

The possibilities are truly endless. I am keen to find a full time position with a growing company that is looking for a capable Data Scientist to turn their data into profit.

"Johan is an asset to FNB and is passionate about his work.
He always endeavors to produce good quality work and will assist as far as is possible."

Jo-Ann Du Plessis - *FNB International*