

## Curriculum Vitae

**Marc de Oliveira**

**Business Analyst, System Modeler, and Enterprise Architect**



**Born:** March 11, 1966

**Nationality:** Dansk

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### Introduction

I graduated as M. Sc in Computer Science from University of Copenhagen in 1992.

Since 2004 I have been 100% self employed in Simplify Systems (previously PYTHIA Information), as a business analyst, modeler, enterprise architect, project manager, Oracle developer and teacher.

In 2005 my wife and I bought an apartment on Manhattan in New York, that we love to visit as often as possible.

As a child I lived in Paris, France, for six years so I am speaking French as well as Danish and English.

### Civil profile

Married to correspondent Vibeke de Oliveira. Farther to Sasha from 1995 and Mia from 2001.

## Education

Periode	Description
1985-1992	M Sc in Computer Science at the University of Copenhagen
1988-1990	Minor in Language Psychology at the University of Copenhagen

## Languages

Sprog	Skriftligt	Mundtligt
Danish	Mother tongue	Mother tongue
English	Good	Fluently
French	A Little	Fluently
Portuguese	None	As turist

## Work

Periode	Company	Position
2009 - date	Danish Institute for Study Abroad (DIS)	Business Analyst
1997 - date	Simplify Systems / PYTHIA Information	Owner, Consultant, Teacher
2005 - 2010	podhead.me	Manager, IT Architect
2003 - 2010	Oracle Development Tools User Group	Director
2009 - 2009	DONG Energy Market (full time)	Information Modeler
2007 - 2008	Chr. Hansen (1-2 days per week)	System Analyst, Developer
2004 - 2006	FIH Erhvervsbank (2-3 days per week)	System Analyst, Developer
2000 - 2006	OracleEkspert	Managing editor
1995 - 2004	Novo Nordisk Engineering	System Analyst, Team Leader
1993 - 1995	Dansk Data Elektronik	Oracle Developer, Project Manager
1988 - 1993	Niro	IT Developer, Project Manager
1985 - 1988	AOF	IT adult educator

# Projects

## Business analysis and enterprise architecture

- Analysis and modeling of requirements for replacing a large administrative educational application.
- Reference: Steve Siwec, Danish Institute for Study Abroad (DIS)

## Information modeling of power plant

- Analysis and modeling of all elements, of a power plant, that have interest to the company, and their relationships.
- Reference: Jørgen Møller, DONG Energy Market

## Detailed Information modeling of energy products and their prices

- Analysis and modeling of all aspects, that have importance to how energy products, their combination, prices, deliveries etc apply to the company's execution.
- Reference: Majbritt Jessen, DONG Energy Market

## Design and development of integrated export/import/FTP tool

- Reference: Erik Borgensgaard, Chr. Hansen

## International podcast portal ([www.podhead.me](http://www.podhead.me))

- Analyse, design, and development of international podcast portal in English, French, Danish, Norwegian, Swedish, Greek, etc.
- Reference: Jacob Egevang, podhead.dk

## Course in System analysis

- Developed educational material and executed three day course in advanced system analysis.
- Reference: Bente Rosenkrantz-Theil, DBVision

## ODTUG Tools Corner

- Administrator of ODTUGs Designer Tools Corner including management of list of international Designer papers.
- Reference: David Anstey, president for ODTUG

## Post system

- Project manager and developer on new mail system for the Danish Postal Service.
- Reference: Birthe Christensen, DDE

## **CV database**

- Project manager, architect and developer on project about new CV database for Novo Nordisk Engineering.
- Reference: Bo Memhave, NNE

## **DesignerDoc**

- Architect and developer of the product DesignerDoc for generating MS Word documents from Designer models. The product is sold internationally by Seeristic.
- Reference: Scott Hollows, Seeristic

## **Opinion system**

- Project manager, architect and developer on project about a new opinion measurement system for NNE.
- Reference: Bo Memhave, NNE

## **Interactive test plans**

- Architect and developer of a system for creation and implementation of interactive test plans.
- Reference: Bo Memhave, NNE

## **Project management system**

- Architect and developer of system for management of projects where Oracle Designer is used for development.
- Reference: Bo Memhave, NNE

## **Romax**

- Consultant on system for optimizing processes on laundry factories.
- Reference: Michael Kærgård, Naicom

## **The Common Designer Generator Interface (CDGI)**

- Architect and developer of standard user interface for management of home grown Designer generators.
- Reference: Marc de Oliveira, PYTHIA Information

## **OracleEkspert magazine**

- Establishing and managing the magazine OracleEkspert incl subscriptions, website etc in partnership with DBVision Aps and Miracle A/S.
- Reference: Mogens Nørgaard, Miracle A/S og Bente Rosenkrantz-Theil, DBVision

## **OracleEkspert conferences**

- Management of OracleEkspert conferences in 2001, 2004 and 2005 in partnership with DBVision Aps and Miracle A/S.
- Reference: Mogens Nørgaard, Miracle A/S and Bente Rosenkrantz-Theil, DBVision

## **Quotation system**

- Project Manager, Architect and developer of Quotation system for spray dryers.
- Reference: Jens Brun, Niro A/S

## Publications

Marc de Oliveira has written the following publications:

### 2012:

- Why Agile Development is Bad - Issues of complex application development  
ODTUG conference 2012, San Antonio, Texas

### 2011:

- Become a Champion Data Modeler with SQL Developer Data Modeler 3.0 (about information modeling)  
ODTUG conference 2011, Long Beach, Californien
- SQL Developer Data Modeler / APEX Integration – Architectural Software Development (about it architecture)  
ODTUG conference 2011, Long Beach, Californien
- SQL Developer Data Modeler Under the Covers: The Reporting Schema (about information modeling)  
ODTUG conference 2011, Long Beach, Californien

### 2010:

- Modelling af Motivation (about business analysis)  
Danish article series “Forsimpling”, article 13
- IT-Governance Arrangementter (about IT governance)  
Danish article series “Forsimpling”, article 12
- How to analyze your business to identify the changes that need to happen (about business analysis)  
ODTUG conference 2010, Washington DC

### 2009:

- Holdbare Organisationer (about business analysis)  
Danish article series “Forsimpling”, article 11
- Bør kragerne flyve mod øst? (about data modeling)  
Danish article series “Forsimpling”, article 10
- Introduktion til EA3 / EA Cube (about enterprise architecture)  
Danish article series “Forsimpling”, article 9
- Repository til systemdokumentation (about system documentation)  
Danish article series “Forsimpling”, article 8
- Agenda identificering (about management)  
Danish article series “Forsimpling”, article 7
- Problematiske personligheder ved møder (about management)  
Danish article series “Forsimpling”, article 6

- Elevatortaler (about communication)  
Danish article series “Forsimpling”, article 5
- Introduktion til Zachman Framework (about enterprise architecture)  
Danish article series “Forsimpling”, article 4
- Implicit viden og eksplicit viden (about documentation)  
Danish article series “Forsimpling”, article 3
- Dataanalyse og aktivitetsanalyse – hvad skal man vælge? (about systems analysis)  
Danish article series “Forsimpling”, article 2
- Top-down og bottom-up – hvad skal man vælge? (about systems analysis)  
Danish article series “Forsimpling”, article 1

## 2008:

- Designer Is Dead – Long Live Oracle Designer Extension Builder  
ODTUG conference 2008, New Orleans

## 2007:

- Oracle XE for Internet Applications Generated by Designer  
ODTUG conference 2007, Daytona Beach

## 2006:

- Problemer med det Objektorienterede Paradigme  
Danish OracleEkspert magazine no 34
- Top Ten Problems with the Object-Oriented Paradigm  
ODTUG conference 2006, Washington DC

## 2005:

- Introduktion til the Zachman Framework  
OracleEkspert conference 2005, Copenhagen
- Fitting Designer into the Zachman Framework  
ODTUG conference 2005, New Orleans

## 2004:

- What's So Great About Designer?  
ODTUG conference 2004, Arizona
- The Common Designer Generator Interface  
ODTUG conference 2004, Arizona
- Dokumentation med DesignerDoc  
Danish OracleEkspert magazine no 22

## 2003:

- Project Management with Designer - How To Do Everything with Designer  
ODTUG conference 2003, Miami, Florida  
ODTUG Technical Journal, Juni 2003
- Projektstyring med Designer  
Danish OracleEkspert magazine no 15 & 16

## **2002:**

- Update the Designer Repository Through the Web  
ODTUG Technical Journal, September 2002  
Danish OracleEkspert magazine no 11

## **2001:**

- Simulating OPS\$ users through a Browser  
ODTUG conference 2001, San Diego, California  
Danish OracleEkspert magazine no 6

## **2000:**

- Generating Interactive Test Plans from Designer  
ODTUG conference 2000, Fort Lauderdale
- DesignAssist til Forms og Designer  
Danish OracleEkspert magazine no 2

## **1999:**

- Co-author to Oracle8 Developer's Guide  
ISBN 0-7645-3197-2
- Let Designer 2.1.2 Make Your Report Parameter Form (nominated for editors choice award)  
ODTUG conference 1999, Fort Lauderdale, Florida
- Generating Repository Reports in MS Word  
ODTUG conference 1999, Fort Lauderdale, Florida



# Competences

## Management:

- Director (ODTUG board of directors)
- Team leading (NNE)
- Group leading (NNE, OUGDK)
- Project management (DDE, NNE)
- Contract negotiation (Seeristic, Nokia)
- Conference management (OracleEkspert, ODTUG)

## System analysis:

- Architect for development of numerous Oracle systems
- Development course material and implementation of course about Advanced System Analysis
- Integration of data from multiple databases

## Method, quality assurance and documentation:

- Definition and specification of development method (NNE)
- Development of tools for supporting development method (NNE)
- Writing of instructions and guidelines in form of quality documents for describing IT processes (NNE)
- Development of test plans (DDE, NNE)

## Teaching:

- 3 day course about system analysis using the Zachman Framework
- Seminars about SCM
- Designer courses
- Technical presentations (ODTUG, OUGDK, DBAForum)
- Planning and implementation of 5 week course about Designer (Netcom)
- Adult teaching course (AOF)