



## Personal Information

Magnus ÅVITSLAND  
Ormingeringen 10b  
132 33 SALT SJÖ BOO  
Sweden

## Contact Details

Web: [avitsland.com](http://avitsland.com)  
E-mail: [career@avitsland.com](mailto:career@avitsland.com)  
Mobile: +46 (0)76-177 57 34  
LinkedIn: [linkedin.com/in/avitsland](https://linkedin.com/in/avitsland)  
ICQ UIN: 586 068

## Professional Career

- **2023–Current: Analytics Solutions Architect** at Folksam ([folksam.se](http://folksam.se)) in Stockholm
  - Analytics Solutions Architect leading and working with five Agile analytics (and AI/ML) scrum teams
  - Establishing a new Analytics/AI/ML stack in Azure using modern managed and unmanaged services
  - Tools: Azure, Airflow, Databricks, dbt, Git and CI/CD, Kubernetes/Docker/RedhatOpenShift, Kafka/CDC, PowerBI, Python, Terraform/Terragrunt
- **2022–2023: Analytics Dev/Ops Engineer** at Starstable Entertainment ([starstable.com](http://starstable.com)) in Stockholm
  - Analytics Dev/Ops Engineering in an Agile analytics scrum team
  - Employed for establishing a new tech stack in Google Cloud Platform and agile methodologies
  - I designed and took part in building a fully automated new tech stack, which our team could extend and optimize further
  - Tools: Amazon Web Services (AWS cloud), Google Cloud Platform (GCP cloud), dbt, BigQuery, Meltano, Airflow, Cloud Composer, cube.dev, Git and CI/CD, Lambda, Kubernetes/Docker, Kafka/CDC, Python, sqlfluff, Terraform/Terragrunt, ThoughtSpot
- **2018–2022: Strategic Analytics Solutions Architect** at H & M (Hennes & Mauritz) ([hm.com](http://hm.com)) in Stockholm
  - Strategic Solutions Architect leading five System Architects for the strategic long term architectural journey for our analytics platforms, covering Cognos, SSAS/AAS, SAS, QlikView, Databricks, Datalake, Synapse, PowerBI including ongoing Cloud journey to Azure with full DevOps/CI/CD/IaC
  - Strategic roadmaps, vendor management, strategic architecture, cloud journey
  - Tools: Azure services, ADLSv2, AAS, ARM/Bicep, Azure DevOps, Git, Databricks, Synapse, Terraform
- **2014–2018: Consultant, Business Intelligence Architect** at Enfo ([enfo.se](http://enfo.se)) in Stockholm
  - Roles: IT–architect, Analytics Architect, Solutions Architect, classroom trainer, Project/Product Manager, Analytics Engineer
  - Technical Product Responsible for Qlik product stack and development framework (used at majority of clients)
  - Uncountable big and small analytics/IT projects at various small to big customers (banking, insurance, retail, government etc.)
  - Tools: Azure Cloud / MS on-prem BI stack (SSIS/ADF, SSAS/AAS, SQLDW), QlikView, Qlik Sense, Git, TFS, Python, PowerShell
- **2009–2014: Consultant, Business Intelligence Engineer** at Framsteg ([framsteg.com](http://framsteg.com)) in Stockholm
  - Roles: Analytics Architect, Solutions Architect, Project Manager, Business Intelligence Engineer
  - **Technical Product Responsible** for Qlik product stack
  - Uncountable big and small analytics/IT projects at various small to big customers (banking, insurance, retail, government etc.)
  - 2012: Awarded “**Largest Partner Deal of the Year**” for a Swedish big bank CRM project from which many parts were used when Qlik created “Qlik Deployment Framework”, QDF ([qlik.com](http://qlik.com) > [qdf](#))
- **2006–2009: IT Project Manager / Engineer** at Intertek ETL Semko ([intertek.com](http://intertek.com)) in Kista, Stockholm
  - **IT Project Manager**, EMEA region
  - Various web development projects for global company business use
  - Tools: IFS ERP, JavaScript, IIS, MS DotNet Framework, MS SQL, Oracle, Windows Server
- **2004–2006: Programmer / Mini Project Manager at former Stockholm Institute of Education** (now [SU](http://SU))
  - Developer, and mini project manager (me, myself and I)
- **2003–2004: Helpdesk Technician / Programmer at former Stockholm Institute of Education** (now [SU](http://SU))
  - General HelpDesk tasks, hardware, software, installations, configuration and a few small programming projects

## Education

- **2001–2003: Software Development Programme 100p (150EC)** at Lernia and Malmö Technical University

## Languages

- **Swedish** (mother tongue): Speak, read and write fluently
- **English**: Speak, read and write fluently
- **German**: Speak, read and write ok-ish

## Other

- **1999–Current: debian GNU/linux wannabe tester/haxx0r/user/sysadmin** and collaborator on various open source stuff