

The diagram illustrates a career path starting from a graduation cap (top left) and ending at a heart (bottom left). The path is represented by a series of connected boxes and lines, showing a progression of roles and achievements.

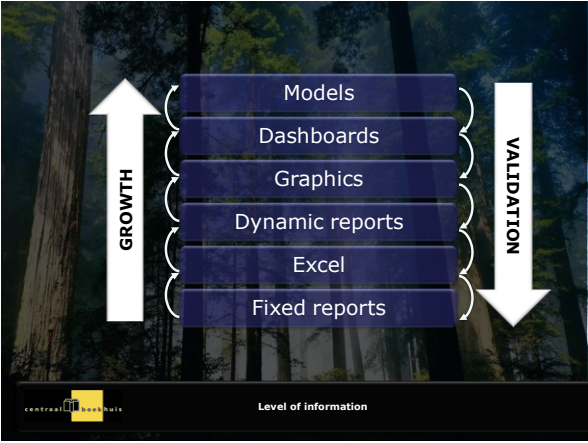
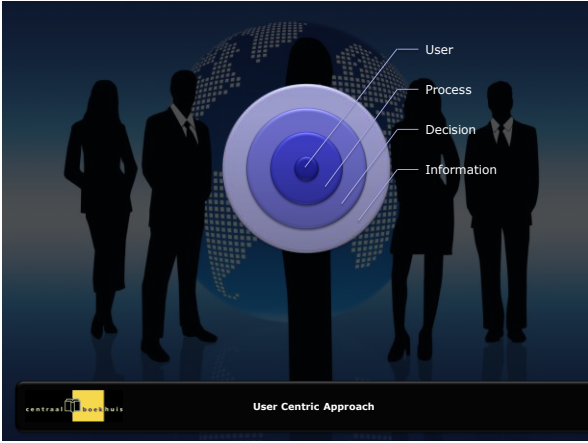
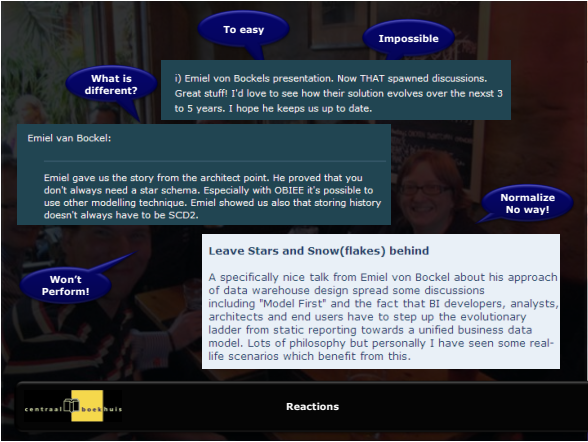
- Graduation Cap (Top Left):**
 - Bachelor Information Science
 - Master in Management & ICT
- CV / Digital Tulp Computers (95):**
 - Camplina Melkunie (97)
 - Aviko (99)
 - Centraal Boekhuis (00)
- Since 1997:**
 - 1e SAP
 - Oracle
 - Business Objects
 - OBIEE
- BI Award (publics) winner 2007:**
 - Best speaker Computable seminar 2008
 - Keynote speaker European TDWI seminar 2008
 - Speaker Web seminar Oracle BI SIG
 - Articles: 'The success behind BI' / 'Enterprise Warehouse Architecture'
 - Oracle Journal of Management Essential Issue 4
 - Speaker Gartner BI summit 2010
- Heart (Bottom Left):**
 - What does information do to a user?
 - What does a user do with information?

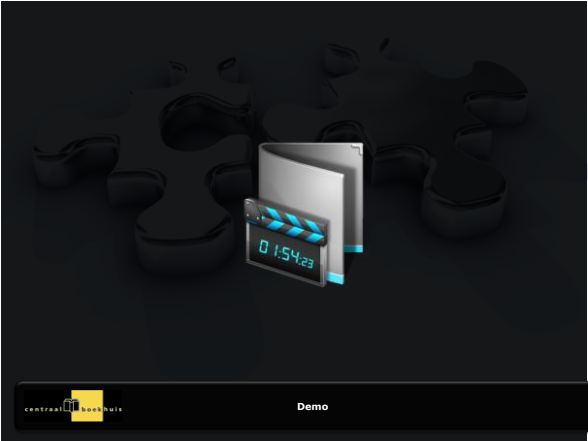
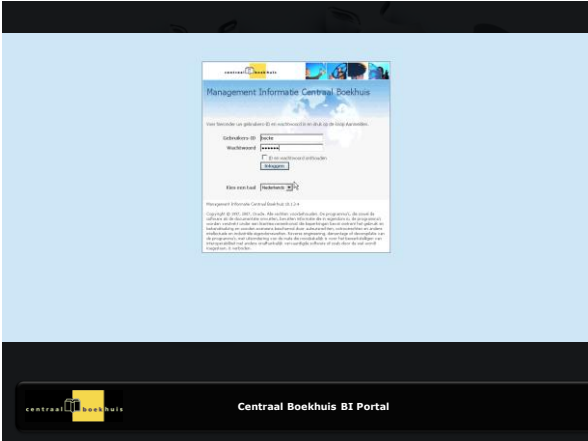
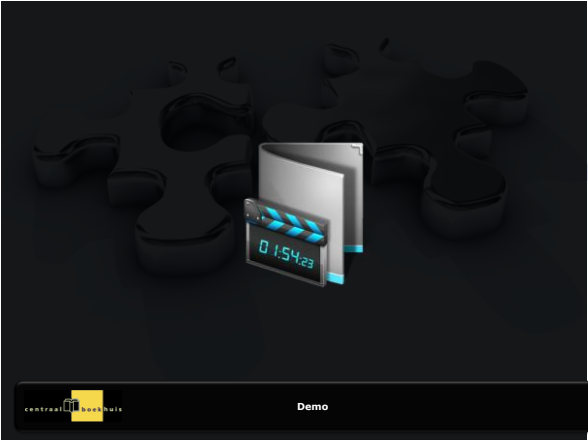
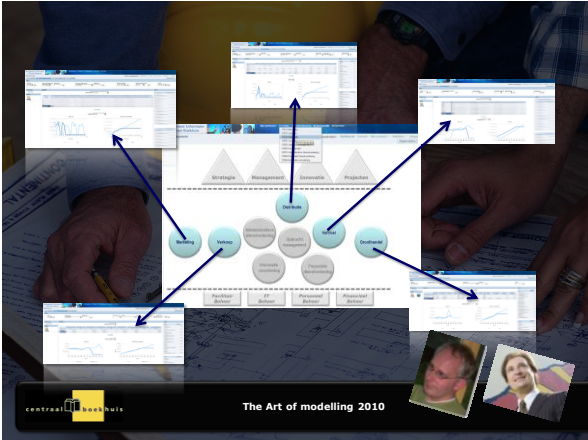
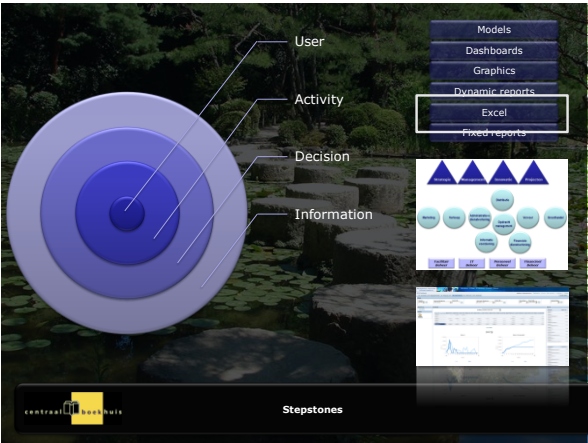
Supporting success of our customers
through excellent logistic services

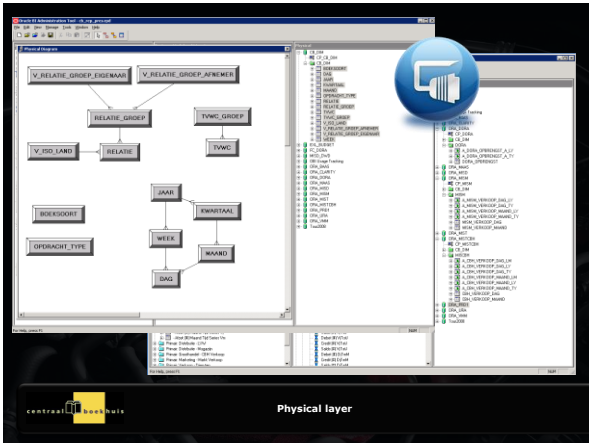
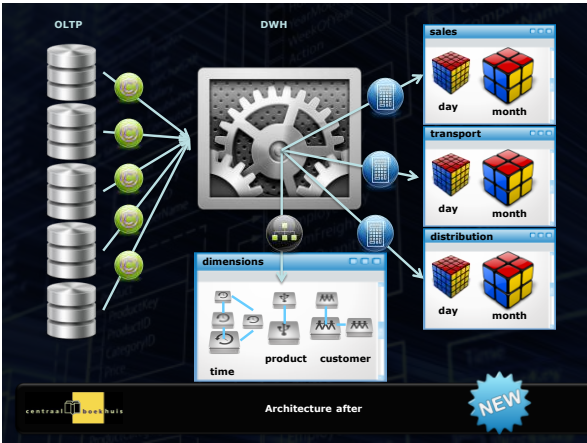
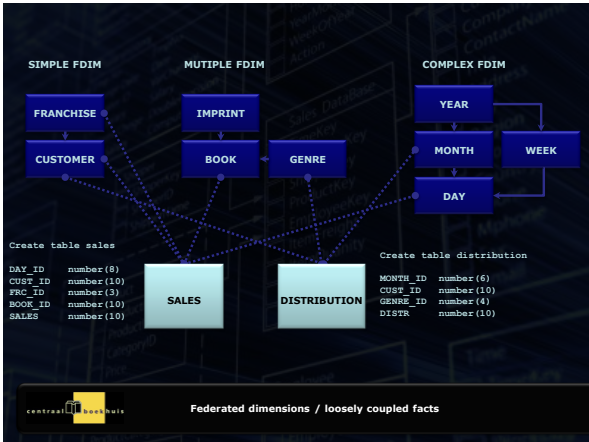
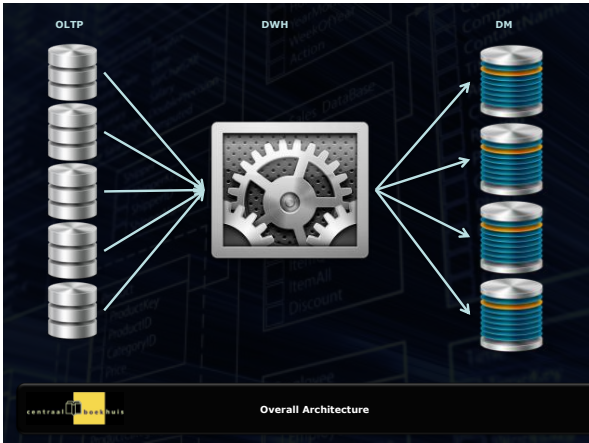
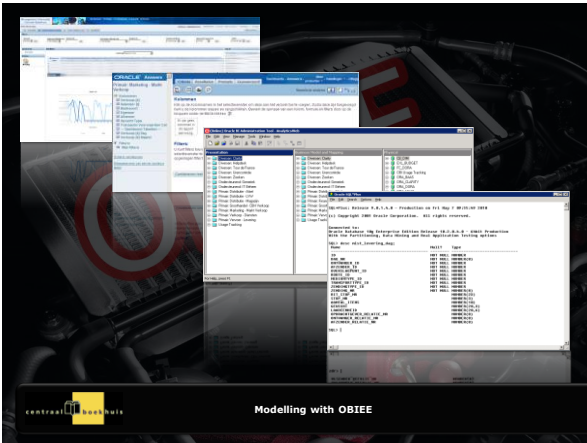
**INTERNAL
BUSINESS
INTELLIGENCE**

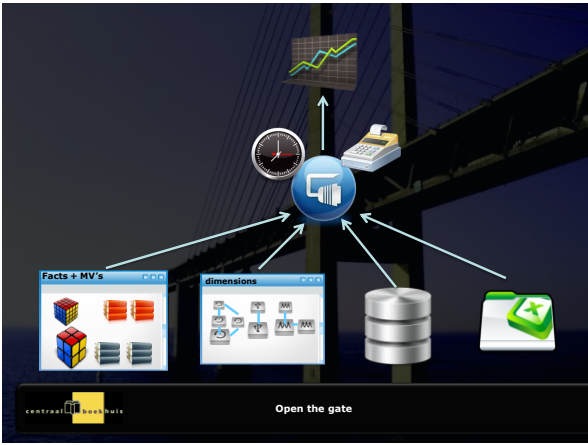
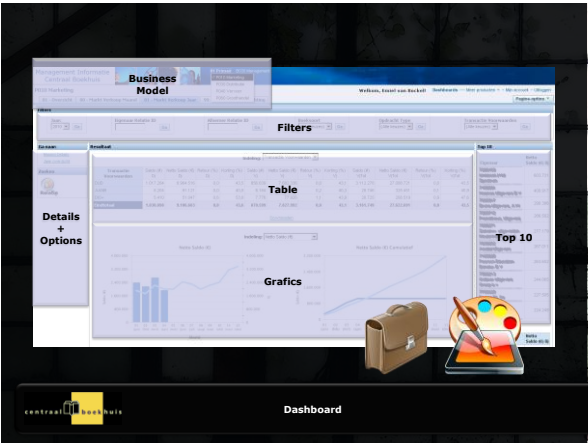
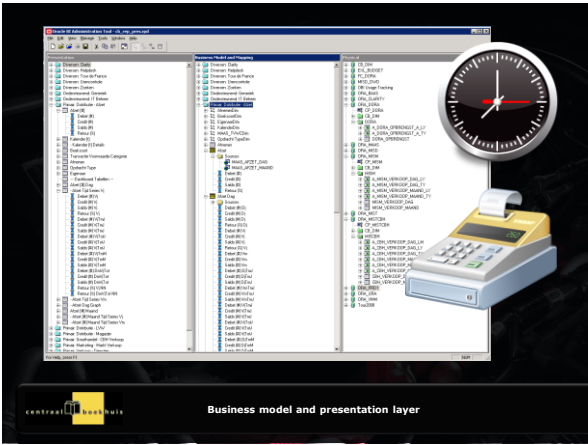
**EXTERNAL
BUSINESS
INTELLIGENCE**

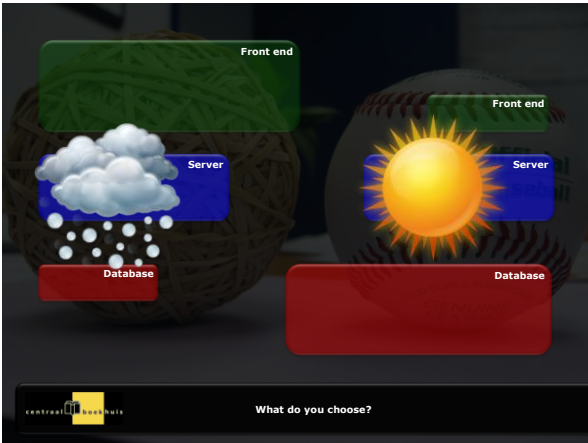
BI aligning with our mission











THE ART OF MODELLING WITH OBIEE

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Questions?