

Alexander Nordvall

Founder & Consultant



Northwall Consulting LLC
6160 Warren Pkwy, Frisco, TX 75034, USA



Sweden: +46 72 86 99 771
USA: +1 (945) 213 3993



<https://www.linkedin.com/in/alexander-nordvall/>

With a successful career built on challenging myself to grow and gain new experiences, I am eager to use my expertise to help companies reach their goals. Drawing from more than ten years of experience in sales, customer dialogue, and business intelligence, I understand the importance of data-driven decision-making and how it can contribute valuable insights.

My primary focus is understanding my customers' needs and requirements to provide them with actionable insights to inform their decision-making!

Highlighted Experience

Jan 2023 - Current

Feb 2022 - June 2023

Northwall Consulting, Frisco, Texas, USA
Founder & Consultant

As the founder of Northwall Consulting, I aim to build a network of skilled professionals. Together, we assist clients across industries, striving to achieve success—the skills I bring are my years in business intelligence and data analytics.

B3 Commit, Örebro, Sweden
Business Intelligence Consultant

As a Business Intelligence Consultant, I provide organizations with the insights they need to make data-driven decisions. This involves working with large amounts of data to identify patterns, trends, and insights to help businesses optimize their operations and achieve their strategic goals.

Promoted Skills

- Business Intelligence Development
- Business Analysis
- Data Analysis
- Data Modeling
- Data Transformation
- Data Reporting
- Data Visualization
- ETL
- DAX
- SQL
- T-SQL

Experienced Tools

- Power BI
- Looker Studio
- SQL
- SSIS
- Azure Data Factory
- SQL Server Tools
- CRM
- Order System
- Google Analytics

Education

2008-2011

School: Thoren Business School
Education: Nature Science Program, with a focus on organization and leadership.

Recent Certifications

2022

Microsoft Certified: Power BI Data Analyst Associate

2022

Google Data Analytics Certificate

2023

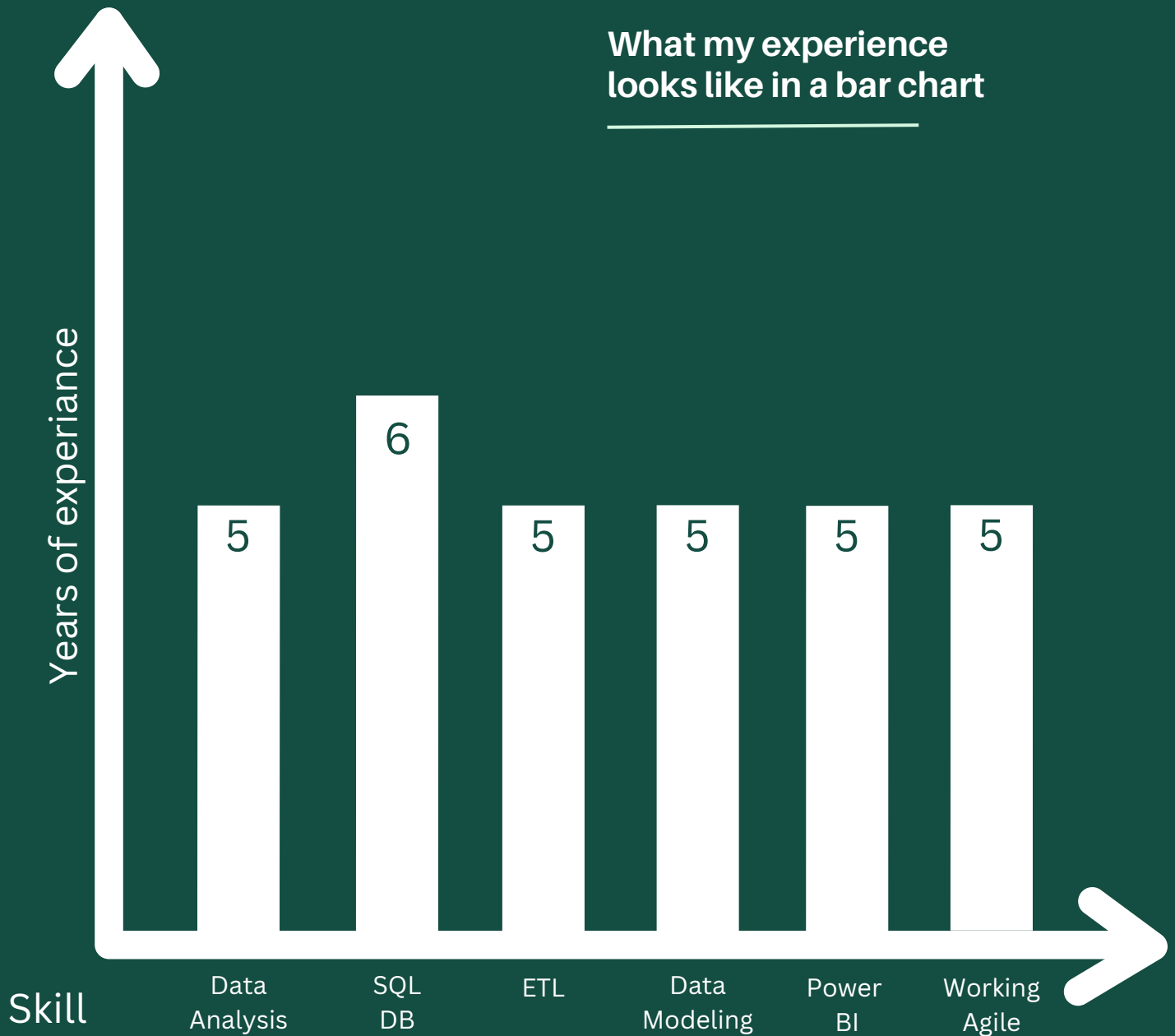
Google Analytics Certification

2023

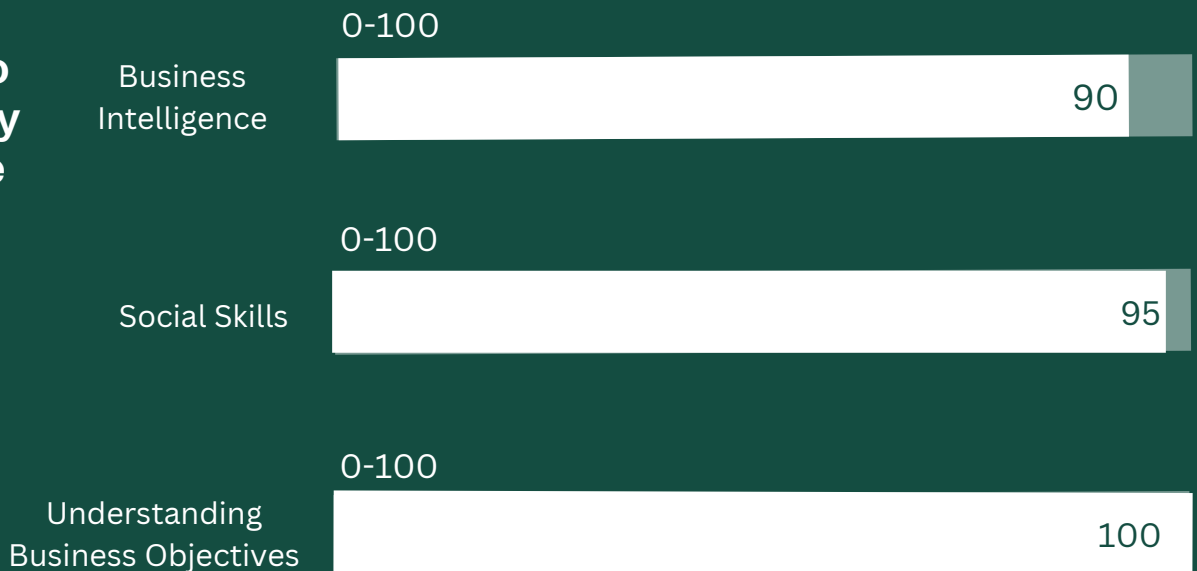
Google SEO Fundamentals



What my experience looks like in a bar chart



If I were to score on my knowledge



Achievements

Early Career: Foundations in Sales, Customer Support, and Billing

In the initial stages of my career, I embarked on a path that began with a focus on Sales. This role was instrumental in developing my foundational skills in customer engagement, understanding market dynamics, and effective communication strategies.

It provided me with insights into consumer behaviour and sales tactics, shaping my approach to business interactions.

Progressing to Customer Support, I further honed my abilities in addressing customer needs, problem-solving, and conflict resolution. This experience was critical in enhancing my capacity to manage diverse customer inquiries and challenges effectively.

Following this, as a Billing Coordinator, I delved into the financial aspects of business operations. Here, I developed expertise in managing billing systems, improving transaction accuracy, and devising efficient debt management strategies. Each of these roles played a significant part in building my understanding of business operations and customer relations.

Advanced Career: Transition to DBA/BI Developer and Beyond

Transitioning into a more technical and analytical role, I became a Database Administrator (DBA)/Business Intelligence Developer. This phase marked a significant shift in my career trajectory, where I developed essential skills in data management, BI solution development, and report automation. My work in this capacity was pivotal in supporting data-driven decision-making and enhancing organizational data infrastructure.

Following my tenure as a DBA/BI Developer, I stepped into the realm of Business Development. In this role, I applied my diverse experiences to drive business growth, analyse market trends, and develop digital optimization strategies.

As a BI Developer/Data Analyst Consultant, I further specialized in data analytics, creating segmentation models and deriving actionable insights for businesses.

Now, in my current position as a Business Analytics Consultant, I synthesize all my acquired knowledge and skills. I provide expert consultancy in business intelligence and analytics, assisting businesses in harnessing data for strategic decision-making and operational superiority. This stage of my career encapsulates my evolution into a strategic advisor adept in translating complex data into meaningful business insights.



Experience

Jan 2023 - Current Founder & Business Analytics Consultant

Northwall Consulting, Frisco, Texas, USA

My goal in establishing Northwall Consulting is to create a network of skilled professionals who can support a wide range of businesses. Drawing from my experience in Sales, Customer Support, Data, and Analytics, I emphasize the significance of data for business growth. At Northwall, we offer assistance to businesses dealing with challenges.

I strongly believe in the strength of networks. When skilled professionals collaborate, they can provide substantial support to our clients. This enables us to create customized plans for different businesses.

My expertise in Business intelligence and data Analysis visibility is what I'm bringing to create value for my clients. At Northwall Consulting, we put skills to work. I'm delivering clear data and captivating visuals and helping my clients make data-driven- decisions that make sense for their business.

Northwall Consulting truly mirrors my commitment to making positive changes. By linking professionals and businesses, we all thrive. We're reshaping how consulting and staffing function, making things easier for everyone involved. Together, we face challenges confidently and achieve remarkable successes across different industries.

Feb 2022 - Jul 2023 Business Intelligence Consultant

B3 Commit, Örebro, Sweden

As a Business Intelligence Consultant, I specialize in transforming organizations through data-driven insights to optimize operations and strategic decision-making.

My role involves close collaboration with stakeholders to identify and implement data-driven solutions that bring substantial value to their operations. My expertise is centered around analyzing extensive datasets using tools such as SQL, Excel, and BI software. This analytical approach allows me to uncover valuable trends and insights that contribute to informed decision-making.

Creating impactful data visualizations is a key aspect of my skill set, enabling easy comprehension and actionable insights for stakeholders. This visualization process empowers decision-makers to grasp complex information and make strategic choices confidently.

In addition to analysis and visualization, I excel in developing and implementing tailored BI solutions. I manage tasks, including data warehousing, ETL processes, and the establishment of reporting tools. This comprehensive approach ensures that organizations have access to structured and reliable data that supports their business objectives.

Empowering stakeholders through training and support is a crucial part of my role. I am dedicated to equipping teams with the skills to leverage BI solutions effectively. This hands-on approach ensures stakeholders can confidently use data insights to drive decision-making and business growth.

Ultimately, my mission was to elevate data into a strategic asset that drives business growth and enhances overall performance. By integrating data-driven insights into an organization's decision-making processes, I contribute to improved efficiency, effectiveness, and success.



May 2020 - Feb 2022 Business Development & Sales

Stockholm, Sweden

In my business development role, I significantly contributed to growth by identifying opportunities and nurturing relationships in the market.

I actively took part in launching a water brand, particularly in setting up its webshop. I played a substantial role in optimizing the online platform, prioritizing SEO enhancements. Additionally, I managed social media campaigns showcasing the brand's offerings.

With my sales expertise, I established valuable food service industry connections. I built relationships with suppliers and distributors, expanding the brand's reach and navigating the food and beverage market intricacies.

I analyzed supply chain costs, including shipping, storage, and order fulfillment, to identify profitable sales channels.

Central to my role was empowering growth. I crafted strategies for market expansion, drawing insights from thorough analyses.

My mission was to deliver tangible outcomes, contribute to objectives, and ensure lasting success. I focused on effective data-driven decision-making and organizational enhancement. My expertise lies in driving businesses with strategic insights based on data insights and relationship building.

Sep 2018 - May 2020 Data Base / Business Intelligence Development

NENT, Oslo, Norway

At NENT, I played a crucial role in the Tech Team, focusing on the technical aspects of product delivery, customer service, and communication. As the only DBA/BI developer, I had a central role in managing tasks related to data-driven business operations.

My time at NENT was a blend of challenges and learning opportunities. I worked on enhancing BI reporting processes and optimizing data flow. Additionally, I contributed to various projects where I utilized my understanding of company data to explain Viasat Norway's business logic.

Beginning with customer support and progressing to billing coordination, I gained insights into how customer service systems aligned with business objectives. My proficiency grew in using tools like CRM and Order Management.

My responsibilities included maintaining databases, implementing automated reporting functions, overseeing data models (including segmentation and tabular models), and creating BI reports and dashboards. Furthermore, I supported the customer service team by addressing system-related issues.

This role taught me practical experience in Business Intelligence, Business Logic Design, CRM systems, Data analysis, and Order Management Systems. This experience has equipped me with a versatile skill set that I am prepared to contribute to any organization.

Looking back, my time as a DBA & BI Developer at NENT was a growth journey, allowing me to effectively connect data, technology, and business logic.



Sep 2016 - Sep 2018 Billing Coordinator

Viasat AS, Oslo, Norway

As a Billing Coordinator at Viasat AS, I took charge of managing billing processes and debt collection operations. This involved working closely with various teams, including marketing, CRM, tech, and customer service, to ensure the seamless coordination of billing activities.

Central to my responsibilities was overseeing the invoicing for Viasat AS's private customers. I distributed invoices using different channels and handled processes related to sending invoice reminders. I also played a role as a billing expert in legal situations where contested debts needed attention. Furthermore, I provided third-line support to the customer service team, aiding in the implementation of new procedures for invoicing and debt collection.

A significant part of my role revolved around ensuring smooth operations. This included reporting invoice data to the finance department, managing payment files from the bank, and handling remittance files from debt collection. I collaborated closely with other departments, like finance, marketing, and customer relations, to ensure smooth billing and a great customer experience.

In addition to my regular tasks, I also participated in system testing to ensure the successful integration of new updates and functionalities in the CRM systems. Moreover, I retrieved valuable report data from the CRM system database (Oracle). As third-line support for customer service, I promptly addressed system-related issues, contributing to the efficient resolution of challenges.

This experience enriched my understanding of billing systems, CRM platforms, customer service dynamics, and debt collection processes. I gained valuable insights into managing billing operations and the crucial role of accurate billing in delivering an enhanced customer experience.

Oct 2011 - Sep 2016 Sales & Customer Support

People In Motions AS, Oslo, Norway

My professional journey began as a Telemarketing Agent, where I engaged in promoting and selling products and services through outbound calls. My days were filled with identifying customer needs, aligning them with suitable offerings, and addressing objections to provide effective solutions. Processing orders, managing customer data in the CRM system, and conducting market research to gauge customer preferences and competitors' strategies were all integral aspects of my role.

Transitioning to a Customer Service Agent, I took on the responsibility of handling diverse inquiries from subscribers. Guiding them through subscription plans, addressing billing queries, and assisting with account management and cancellation requests formed the essence of my interactions. Simultaneously, I delved into troubleshooting technical concerns related to the subscription service. Escalating complex matters when needed and ensuring prompt complaint resolution were pivotal elements of my role. I diligently followed up with customers to ensure their satisfaction, while also suggesting additional services when suitable. Performance metrics and goals like average handle time, first call resolution, and customer satisfaction became benchmarks of my success.

Through these experiences, I learned the art of effective communication, the value of problem-solving under pressure, and the significance of customer-centric approaches.

Facing complex scenarios and adapting to evolving roles has enriched my skill set, nurturing my ability to maintain customer relationships and drive successful outcomes. The diverse challenges and triumphs I encountered have laid a strong foundation for my journey ahead.

