

# Oren Lederman

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## Work Experience

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**Pursway** (formerly Datanetis) Israel  
*Infrastructure Team Leader* 2008 – present

- Conduct data analysis and campaign execution for customers in the telecommunications, finance, gaming and retailing industries worldwide
- Perform analysis of human behavior and determine how such behavior is reflected in available data sets
- In charge of the design and development of a data processing framework and infrastructure for running algorithms and analytics on large data sets
- Construct data processing and analytics environments in several locations in the USA, Europe, Asia and Israel
- Work directly with clients' employees, ranging from technicians to CMOs
- Evaluate new technologies and migrate our core processes to use open source solutions (mainly Hadoop and Hive)
- Provide quick and creative solutions for various technical problems
- First employee in a rapidly growing startup company
- Work in a demanding and dynamic environment

**MixSync** (mobile social networking start-up company) Israel  
*Co-founder and CTO* 2007 – 2008

- Managed, designed and developed MixSync's services
- The main service provided a synchronization platform for mobile phones and social networks

**Gilon Business Insight** (business intelligence consulting and solutions) Israel  
*Expert Developer and Systems Analyst* 2003 – 2006

- Participated in several projects in Orange BI department
- Performed performance tuning and refactoring of data processing workflows

**IDF, Intelligence Unit**  
*First Lieutenant (reserves)*  
*Team Leader / Project Manager* 2001 – 2003

- Responsible for the development of a key intelligence system with hundreds of users. This was one of the largest data warehouses in Israel at that time
- Managed a team of five developers
- Supervised and managed integrations with more than a dozen other projects

*Developer* 2000 – 2001

- Responsible for half a dozen integrations with other systems
- Worked closely with clients to develop specialized reports and ad-hoc queries

*Officers' Course* 1999 – 2000

*Unix System Administrator / Developer* 1999

*Intelligence Corps Developer Training Course (MAMAS)* 1998 – 1999

## Education

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**Tel Aviv University , B.Sc,** Computer Science and Economics 2004 – 2007

- Computer Science - GPA 90/100 (*Magna Cum Laude*)
- Economics - GPA 91/100
- Projects and coursework on database systems and dynamic web applications
- Empirical seminar paper on Defense Economy

## Awards

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3<sup>RD</sup> Place in the Computer Science Workshop contest, Tel Aviv University 2008

Dean's List in Computer Science, Tel Aviv University 2006

The Technological Center's award for excellence, IDF 2002

## Additional

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Interests: Scuba Diving, Photography & Underwater Photography, Tai Chi

Won 3<sup>rd</sup> place in the Deep Indonesia international underwater photography contest (Divers category).

Finalist in the Epson Red Sea 2010 underwater photography competition (Fashion and Nudity category).