

Adrian Sonnert

Leader in Data, Analytics, and AI

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📄 Summary

I am a Leader in Data, Analytics, and AI with a technical background and a business mindset. I take a holistic approach to data by providing strategy, leading teams, establishing the right infrastructure and tools, and developing ways of working, with my core in analytics and insights. Having worked across industries, I've supported organizations at different stages of their data journey, from just starting out to integrating data into processes, systems, and competences. I'm passionate about using data to drive true modernisation and change across functions, rather than treating data as a support function or service provider. Colleagues appreciate me for my straightforward and caring approach.

👛 Professional Experience

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| 09/2018 – Present | Netlight Consulting
Manager & Consultant
I've been a central figure in shaping data analytics & AI at Netlight by recruiting talent, developing career frameworks, working as a person manager for ICs and other managers, and developing service offerings toward our clients. Today we have over 150 trusted consultants in Stockholm supporting our clients in the data field. |
| 2017 – 2018 | Ericsson
Data Scientist & Data Engineer
Built cloud infrastructure and load-balancing algorithms for 4G network support systems. |

📁 Netlight Engagements

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| 09/2024 – 03/2026 | Bonnier News
Analytics Manager
Led the launch of data analytics across one of Bonnier News' two major business verticals, defining the strategy, building and leading a pilot team, recruiting talent, and integrating the new analytics organization and solutions into the existing landscape. |
| 08/2023 – 09/2024 | Mentimeter
Product Analytics Manager
Mentimeter sought support in improving their product analytics & AI capabilities to understand users, optimize the customer journey, and guide product strategy. I was fortunate to be entrusted with developing and executing a product analytics strategy while managing two data analytics and AI teams. Collaborating with product executive leadership, I helped embed a data-driven approach across the organization. I'm grateful for the chance to have worked with such dedicated teams, whose insights played a major role in shaping sales and product strategy decisions. |

08/2022 – 08/2023	Epidemic Sound Growth Analytics Lead I was brought on board to help address challenges in supporting Epidemic Sound's largest domain, where analysts worked in silos and were under significant pressure. I had the opportunity to lead the work of transforming the analytics function into a centrally operated team that provided holistic support to the domain in a more nurturing environment. I fostered cross-functional relationships by having analytics become a part of the domain leadership team. I'm also proud of advancing the analytics discipline by creating an analytics craft development framework.
09/2021 – 08/2022	Klarna Product- and Engineering Manager Klarna's product search teams were struggling with overly complex solutions that hindered their ability to deliver the expected user experience. I had the responsibility of guiding these teams through a challenging period, helping them simplify and execute a functioning service while working on a long-term product replacement. Keeping morale high during this time was tough, but I'm thankful for the resilience of the team and the opportunity to assist them in finding new roles as the project came to a close.
03/2021 – 09/2021	PayPal Zettle Sr. Product Analyst Led product analytics work for the launch of Zettle in the US market.
01/2021 – 03/2021	XLN Audio Data Architect Led analytics assessment workshop series and subsequent MVP implementation of greenfield analytics platform.
04/2020 – 11/2020	Kry Product Analyst Building product analytics maturity and developing the clinician user experience.
09/2019 – 04/2020	Advisa Analytics Engineer Managed a data warehouse as a service and performed data modeling work.
11/2018 – 09/2019	TUI Data Scientist & Analytics Engineer Built recommender systems.

Education

AI & ML (M.Sc), Computer Science & Engineering, Information Technology (B.Sc)
 Linköping University