

Dipl. Ing. (FH) Guido Oswald, MBA

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Executive Profile

Enterprise Solution Architect and Data Architect specializing in Data + AI, Lakehouse architectures, and cloud migrations (AWS, Azure, GCP). Proven track record of bridging deep technical architectures with strategic executive business value.

Work Experience

Databricks | Solutions Architect

Zurich, Switzerland | May 2020 – Present

- Educate and advise Central European enterprise customers on Data + AI platform architectures and the Lakehouse vision.
- Lead technical account management and strategic architecture for major Swiss enterprise accounts.
- Conduct value assessments, architecture reviews, and migration planning from legacy/on-prem environments to Cloud.
- Deliver university lectures (CAS modules at HSLU) and present at industry conferences/events.

Cloudera | Solutions Engineer

Remote (Switzerland) | Oct 2015 – Apr 2020

- Advised large multinational enterprises on end-to-end data architectures, covering modern data platforms and analytics.
- Partnered with sales to scale the Swiss Big Data and open-source data science market.
- Led technical PoCs/PoVs across data ingestion, large-scale data processing, Spark, and Machine Learning/AI.
- Architecture specialization across AWS, Azure, and GCP public clouds.

Lucerne University of Applied Sciences and Arts (HSLU) | Dozent (Lecturer)

Lucerne, Switzerland | Mar 2024 – Present (Part-time)

- Deliver hands-on workshops for CAS Business Intelligence & Analytics and CAS Data Engineering & Applied Data Science.

SAS Institute AG | Senior Solution Architect

Wallisellen, Switzerland | Jul 2011 – Oct 2015

- Designed enterprise architecture and evangelized SAS Big Data strategy across client accounts in Switzerland.
- Led technical discovery, scoping, architecture proposals, and Proof of Concepts (PoC).

NEXThink S.A. | Senior Presales DACH

Lausanne, Switzerland | Sep 2010 – Jun 2011

- Subject matter expert for IT Analytics & End-User IT Analytics architecture and deployment across DACH.

Progress Software | Senior Solution Consultant

Zurich, Switzerland | Sep 2008 – Aug 2010

- Solution architect for SOA, Enterprise Service Bus (ESB), Complex Event Processing (CEP), and Semantic Data Integration.

Amdocs / Clarify-CRM | Senior Presales Engineer

Munich, Germany | Jul 2000 – Aug 2008

Education & Certifications

- **TOGAF 9.1 Certification (No. 67009)** – The Open Group (Enterprise Architecture) | 2012
- **Master of Business Administration (MBA)** – FOM Hochschule für Oekonomie & Management, Munich | 2009
    - *Honors:* Best in class ('A' grade average) | *Thesis:* "CRM 2.0 - Next Generation Customer Relationship Model"
- **Diplom-Ingenieur (FH) Techn. Informatik** (Graduate Engineer in Computer Science) – University of Applied Sciences Bingen | 1998
- **Microsoft Certified Professional (MCP)** | 1999

Technical Skills & Core Competencies

- **Data & AI Architecture:** Lakehouse Architecture, Big Data (Hadoop, Spark, Delta Lake, Iceberg), Generative + Agentic AI, LLMs, ETL/ELT, Data Warehousing, BI, SOA, Data Mesh
- **Cloud Platforms:** Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP)
- **Programming & Query Languages:** Python, Scala, SQL, R, Java, SAS
- **Languages:** German (Native), English (Fluent – TOEIC Gold 975/990)
- **Personal Interests:** Travelling, photography, amateur radio, biking, hiking, swimming