

TIMEA TOLTSZEKI

PROFILE:

Seasoned data and technology leader with 15+ years' experience translating business priorities into data strategy, cloud platforms, and analytics products that drive measurable commercial impact. Experienced in leading cross-functional teams, implementing cloud data platforms, transforming CRM ecosystems, and delivering AI-driven sales and marketing solutions that improve decision-making, adoption, and performance. Skilled at establishing data governance, data literacy, and metrics-driven road maps to turn complex data into actionable outcomes.

EDUCATION:

Msc Caribbean and Latin American Studies

Utrecht University

MBA

Corvinus University of Budapest

BA Economics

Budapest Business University

PROFESSIONAL EXPERIENCE:

Sales And Data Enablement Assistant Director

Teva Pharmaceutical, Haarlem NL

September 2025 - Present

- Translated Commercial, Sales, Marketing, Supply Chain priorities into a value-optimized roadmap of data products, platforms, metrics, and governance mechanisms that deliver measurable business impact.
- Defined data and sales enablement strategy, developed AI initiatives, carried out complex data analytics, data modelling while ensuring metrics are aligned with CRM, Sales, Marketing, Regulatory, and Supply Chain business objectives and requirements.
- Developed short and long-term roadmaps for sales technology implementation and adoption, rolling out Salesforce Sales, Service and Experience Cloud.
- Led two teams successfully, introduced the agile way of working for both: Data Stewards and Salesforce developers.

Head of Data and Platforms

Boehringer Ingelheim BV

December 2022 - August 2025

- Developed BI solutions, dashboards, and advanced analytics to provide commercial leaders with actionable insights.
- Created training programs of cloud commercial data and Salesforce platforms for both non-technical and technical professionals on a global scale.
- Created AI and digital health use cases. Recommendation engine and digital apps generated revenue growth in Benelux.
- Led the implementation of a commercial data platform (Snowflake) with Tableau and PBI by successfully migrating from an on-premises environment to the cloud globally in 11 countries. Implemented Salesforce Marketing Cloud for the region.



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KEY SKILLS:

- Analytical Engineering
- Advanced Analytics
- Advanced SQL, Python
- Data Modeling
- Data Visualization
- Data Strategy & Governance
- GenAI Tooling
- CRM Ecosystems
(Salesforce, Veeva)
- Coaching & Training
- Agile Project Management
- Cloud Platforms (Snowflake, Databricks)

LANGUAGES:

- English
- Hungarian
- Spanish
- Portuguese
- Dutch
- Italian

RECOGNITION

3X Tableau Ambassador by
Salesforce ('23)('24)('25)
Top 100 Data Analytics
Manager

CERTIFICATES

- Tableau
- Snowflake
- dbt
- Databricks
- Power BI
- AWS
- Alteryx
- Github
- Salesforce

EXTRACURRICULAR

2020–present
Data+Women Netherlands
Leader
2025 – present
Visiting teacher at Barcelona
Technology School

Sr Business Intelligence Developer

LeasePlan NV, Amsterdam

August 2021 – November 2022

- Acted as lead analytics engineer designing & developing robust analytical solutions, datasets for end users, leading to the most profitable end-to-end project with Amazon.
- Established portfolio management and KPI frameworks to track operational and financial performance. Managed dashboard performance tuning, metadata integration, and reusability layers.
- Designing database structures, optimizing queries, implementing ETL processes and data governance.
- Provided trainings and workshops for technical and non-technical stakeholders.

Data Visualization Engineering Manager

Bayer AG, Basel, CH

March 2021 – July 2021

- Defined data strategy, data products, and their expected business value on the consumer health business.
- Identified data issues to maintain accuracy and completeness. Implementing data governance policies and procedures.
- Led implementation of AWS, Snowflake and Tableau-based commercial data platform enabling self-service and predictive analytics

Sr Business Intelligence Analyst

Idexx Laboratories, Hoofddorp, NL

September 2018 – February 2021

- Dashboard and reporting development with SAS and Tableau that facilitated the daily decision-making of stakeholders across 90 laboratories globally.
- Statistical data analysis and modeling in chemistry, pathology, cytology, immunology, and patient journey.
- Configured LIMS for workflow optimization, data and sample management. Ensured data integrity and compliance.
- Developed projects to implement process improvement initiatives, generated project ideas and solutions.

Business Intelligence Analyst

UBM now Informa, Amsterdam and London

July 2017 – August 2018

- Tracked and monitored past and current trends, marketing campaign performance, sales forecasting, and user behavior by using advanced analytics techniques.
- Developed and maintained omnichannel marketing KPIs and dashboards. Enhanced site usability, content, and customer experience for the pharma and food markets

CRM Analyst

RIPE NCC, Amsterdam NL

October 2013 – July 2017

- Maintained and cleaned customer data, ensuring data governance and accuracy.
- Developed custom reports, dashboards, and analyzed data to spot trends, segment customers, and provided actionable insights.

Economic Policy Counselor

Ministry of Economy of Hungary

2011–2012

HR Business Analyst

Hewlett Packard, Hungary

2007–2008

HRIS Analyst

United Nations FAO, Hungary

2009–2010