

Ferdi Schulte

Executive in data, analytics, FP&A and AI adoption

Borne, the Netherlands · info@ferdatos.com · linkedin.com/in/ferdischulte

Ferdatos
Data-Driven Transformation

ferdatos.com

Profile

I have extensive experience leading global data & analytics teams, spread across 3 continents: North America, Europe and Asia. I am responsible for data and analytics transformations that help organisations get more value from their data: from strategy and roadmap to data platform, governance and adoption. I advise organisations on where investments in data, analytics and AI deliver the most, and I work hands-on with generative AI and AI governance myself.

My career started in FP&A and business control. That is why I begin every data and AI initiative by asking which decision it supports and what that decision is worth. It is also why I work comfortably with the CFO and the board.

Signature results

€15M
less inventory within 18 months through demand and supply chain analytics

5 → 1
ERP systems consolidated into one governed enterprise data warehouse

30%
less waste in manufacturing through daily production data

Areas of expertise

- Data and AI strategy and transformation
- Data and analytics operating models and platforms
- FP&A, forecasting and performance management
- Data governance and master data management
- Business intelligence and analytics adoption at scale
- Building and leading international teams

Experience

Sep 2025 – present

Group Director, Business Intelligence & Customer Master Data

Mitel · telecom · 4,000+ employees, 70+ million users in over 100 countries

- Leads a global business intelligence and customer master data team across several regions.
- Responsible for the data and analytics transformation: more value from data, from strategy and roadmap to data platform, governance and adoption.
- Advises executive leadership on investments in data, analytics and AI.
- Develops AI applications and templates, for example a standardised AI prompt that produces recurring BI reports instead of building them by hand.

2021 – 2025

Global Director, Data Management & Business Intelligence

Solmax · manufacturing · world's largest geosynthetics producer, 2,000+ employees, operations in 58 countries

- Built the global data management, BI and data governance function from the ground up, with a team spread across North America, Europe and Asia.
- Consolidated reporting from five ERP systems into one governed enterprise data warehouse on Snowflake and dbt, with Tableau and Power BI as the reporting layer.
- Built demand and supply chain analytics on one data foundation, reducing inventory by **€15M within 18 months**.
- Introduced data governance with clear ownership, standards and quality controls, modernised the

Experience (continued)

2021 – 2022

Operational Excellence Lead (interim, part-time)
Unilever · European production site

- Led a Lean Six Sigma Black Belt project (DMAIC) on structurally high material waste: **9% less material waste**, embedded in the daily process.

2019 – 2020

Business Controller (interim)
TenCate Grass · manufacturing

- Built a Power BI environment from the ground up, with automated dashboards for OEE, sales, inventory ageing, service quality, maintenance and P&L.
- Daily production data underpinned the improvement programme: **30% less waste** in the yarn factory.

2010 – 2018

Interim Business Control, Commercial Control and FP&A
Various organisations

- Interim roles in business control, commercial control, FP&A and BI at Rabobank, AkzoNobel, Apollo Vredestein, the University of Twente and the Dutch Ministry of Defence.

Education and executive education

EDUCATION

- MSc Business Administration, University of Twente
- BSc Small Business & Retail Management, Saxion University of Applied Sciences

EXECUTIVE EDUCATION AND CERTIFICATIONS

- AI Strategies: From Analytics to Agents, IMD (2026)
- Leadership Excellence Program, McGill Executive Institute (2024)
- Certified Data Management Professional (CDMP), Associate, DAMA (2024)
- Data Strategy, UC Berkeley Haas School of Business (2022)
- Lean Six Sigma Black Belt (2022)

Languages

Dutch (native) · English (fluent)

Organisations I have worked for

