

EDUCATION

- 2005-Today **University of Piraeus, Greece**
PhD Candidate, Department of Informatics
Database Group at the Information Systems Lab
- Research interests:* Business Performance Management, Spatiotemporal Data Mining, Scientific Databases, Pattern Management
- 2003-2004 **University of Manchester Institute of Science and Technology (UMIST), UK**
MSc in Information Systems Engineering
- 1999-2003 **University of Piraeus, Greece**
BSc in Informatics

PROFESSIONAL EXPERIENCE

- 03/06-12/07 **Datamine Ltd., Athens, Greece**
01/07-12/07 **Business Intelligence, Solutions Manager**
- Implementation of BI infrastructure using Cognos BI Suite and SQL Server 2005 Analysis Services
 - Responsible for organizing and delivering BI training courses
- 03/06-12/06 **Business Intelligence, Senior Consultant**
- Consulting services on data warehouse design & sales analytics
 - Data warehouse modeling (OLAP cubes, dashboards, KPIs)
 - Business Activity Monitoring (BAM) and operational intelligence
 - Business analysis & requirements gathering (Rational Unified Process)
 - Technologies: ADOMD.NET, C#, MDX and SQL Server 2005 (Analysis Services)
- 12/04-12/05 **ECDL Hellas S.A., Athens, Greece**
Systems & Business Analyst - Systems and Products Development depart.
- 02/05-06/05 **Atlantic Super Markets S.A., Athens, Greece**
Data Mining Analyst - Subcontract: University of Piraeus
- 10/03-08/04 **UMIST, Manchester, UK**
IT Support Staff (First line support)
- 03/03-08/03 **University of Piraeus, Depart. of Digital Systems, Piraeus, Greece**
Technical Staff

R&D PROJECTS EXPERIENCE

- 01/06-12/08 **European Union, Sixth Framework Programme, IST**
Junior Researcher
GeoPKDD – Geographic Privacy-aware Knowledge Discovery and Delivery
- Modeling and implementation of a trajectory warehouse (Oracle 10g)
- 07/05-07/08 **General Secretariat for Research & Technology (PENED), Athens, Greece**
Junior Researcher
Pattern Representation, Storage and Retrieval using an XML-based PBMS architecture.
- 06/02-12/02 **Research Centre, University of Piraeus, Greece**
Research Assistant

TEACHING EXPERIENCE

2005-2007 **University of Piraeus, Department of Informatics**
Assistant Tutor in modules: "Databases", "Modern Database Issues", "Data Warehouses & Data Mining", "Advanced Databases-MSc", "Data Warehouses & Data Mining-MSc"

SKILLS

- Analysis and design of process-oriented Information Systems
- Business Process Management/ Workflow management (IBM MQ Series)
- Systems Modeling and Simulation (Simprocess, ithink)
- Data Warehouses, Data Mining, OLAP technologies (Analysis Services, Weka)
- Extract, Transform, Load (ETL) tools and techniques for Business Intelligence
- UML (Case Rational Rose 2002)
- Relational Database Management Systems: SQL Server 2005/2000, Oracle 10g
- Applications Development Tools: Microsoft Visual Studio .NET 2005, Delphi 7.0

POSITIONS OF RESPONSIBILITY

2003 - 2004 **Secretary of UMIST Linux Users Group (ULUG)**
Organizing discussions sessions, seminars and other social activities.

LANGUAGES

English, German

ADDITIONAL INFORMATION

- *Member:* Greek Computer Society (ΕΠΥ), Economic Chamber of Greece (Economist), Hellenic Section of British Computer Society (founding member), British Computer Society

APPENDIX: PROFESSIONAL PUBLICATIONS

- **G. Marketos, G. Krasadakis:** "*Completing the Customer Picture: Customer Satisfaction and Complaint Management*". Datamine Ltd., published in Retail Technology magazine, August-September 2007.

- **G. Marketos**: *"Data mining and BI techniques for optimizing campaigns"*. Datamine Ltd., Presentation in CRMForum, March 2007.
- **G. Marketos**: *"Business Performance Management. Extending BI"*. Datamine Ltd., whitepaper, February 2007.

APPENDIX: RESEARCH PUBLICATIONS

Theses

- **G. Marketos**: *"Intelligent stock market assistant using temporal data mining"*. MSc Thesis, UMIST, 2004.
- **G. Marketos**: *"Developing a virtual patient record system using workflow and web services technologies"*. BSc Thesis, University of Piraeus, 2003.

Journals

- I. Ntoutsis, N. Mitsou, **G. Marketos**: *"Traffic mining in a road-network: How does the traffic flow?"*. International Journal of Business Intelligence and Data Mining (IJBIDM), special issue on "KDD for Decision Making and Optimization", to appear.
- **G. Marketos**, Y. Theodoridis, I. Kalogeras: *"Seismological Data Warehousing and Mining – A survey"*. International Journal of Data Warehousing and Mining (IJDWM), 4(1):1-16, January-March 2008.

Chapters in Books

- N. Pelekis, A. Raffaetà, M.L. Damiani, C. Vangenot, **G. Marketos**, E. Frentzos, I Ntoutsis, Y. Theodoridis: *"Towards Trajectory Data Warehouses"*. In F. Giannotti and D. Pedreschi (eds), *Mobility, Data Mining and Privacy: a knowledge discovery perspective*. Springer, 2007.
- E. Kotsifakos, **G. Marketos**, Y. Theodoridis: *"A framework for integrating ontologies and pattern-bases"*. In Nigro, H.O., Císaro, S.G. and Xodo, D. (eds), *Data Mining with Ontologies: Implementations, Findings, and Frameworks*. Idea Group Inc., Hershey, 2007.
- **G. Marketos**, Y. Theodoridis: *"Seismic data management and mining systems – An overview"*. Volume of essays in honour of Professor Antonios C. Panayotopoulos, 2006.

Conferences

- N. Tsotsolas, Y. Siskos, **G. Marketos**: *"Improving the Quality of Customer Satisfaction Measurements of MUSA Method using Clustering Data Mining Techniques"*. Data Mining and Knowledge Discovery Stream, in EURO XXII - 2007 European Conference on Operational Research, Prague, Czech Republic, 2007.
- Pelekis, I. Kopanakis, **G. Marketos**, I. Ntoutsis, G. Andrienko, Y. Theodoridis: *"Similarity Search in Trajectory Databases"*. 14th International Symposium on Temporal Representation and Reasoning (TIME07), Alicante, Spain, June 2007.
- **G. Marketos**, E. Kotsifakos, Y. Theodoridis. *"Rethinking Decision Making: Measuring and Managing Performance"*. Proc. Pan-Hellenic Conference on New Technologies and Marketing, Ierapetra, Crete, May 2007.
- N. Pelekis, I. Kopanakis, I. Ntoutsis, **G. Marketos**, Y. Theodoridis: *"Mining Trajectory Databases via a Suite of Distance Operators"*. Workshop on Spatio-Temporal Data Mining (STD07), Istanbul, Turkey, April 2007.
- **G. Marketos**, Y. Theodoridis: *"Measuring Performance in the retail industry"*. Workshop on Business Process Intelligence (BPI06), Vienna, Austria, September 2006.
- **G. Marketos**, K. Padiaditakis, Y. Theodoridis, B. Theodoulidis: *"Intelligent Stock Market Assistant using Temporal Data Mining"*. Proc. 10th Panhellenic Conference in Informatics (PCI10), Volos, Greece, November 2005.

- Y. Theodoridis, **G. Marketos**, I. Kalogeras: “*Collecting and Mining Seismic Data in Greek Territory - The Seismo-Surfer Tool*”. Proc. 7th Panhellenic Geographical Conference of the Hellenic Geographical Association, Mytilene, Greece, October 2004.
- I. Kalogeras, **G. Marketos**, Y. Theodoridis: “*A Tool for Collecting, Querying, and Mining Macroseismic Data*”. Proc. 10th International Congress of the Geological Society of Greece, Thessaloniki, Greece, April 2004.