

Curriculum Vitae

Personal Information

Name	Marcus Hassler, PhD
Position	CTO
Company	econob – Informationsdienstleistungs GmbH Lakeside Science & Technology Park B01a 9020 Klagenfurt Austria
Date of Birth	01.12.1977
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Projects

Almax Analytics – AI based Insights and Forecasting of Financial Markets

The 'Almax Analytics Platform' is an artificial intelligence powered forecasting system on financial news events. It is based on a strong text analytics backend feeding deep learning modules to generate added value for financial experts in real time;

LingRep DQT – An elaborated Data Quality and Management Tool

'LingRep – Data Quality Tool' is a service-based tool serving data identification, data standardization, quality assurance, and smart similarity-based identification of duplicate entries considering misspellings, phonetic similarity, and semantics;

InfoSpoon – A smart Information Handler

Development of a smart information handler for Associations and Enterprises to monitor, edit, and distribute relevant information to members and other recipients; InforSpoon is based on semantic intelligence and operates on multi-language information provided by various sources (Dow Jones News, Twitter, EU Open Data Portal, ...);

CRIA – Cyber Risk Identification for IT Infrastructures

The goal of 'Cyber Risk Incident Analysis' is to build up a database of cyber risk articles. It is supported by text analytics, semantic search, and statistical evaluation in real time;

Increase – A support Tool for Fraud Prevention in Insurance Companies

Setup, Partnering, Funding and Development of a risk analysis tool for insurance companies to detect fraud hotspots and irregularities in medical files and communication protocols;

HERMES – Big Data Analytics for the Healthcare Sector

Consulting and Design of a large-scale Big Data platform for medical and healthcare stakeholders; Coordination of partners (PCS, IBM, more&g, econob, University of Klagenfurt); Work out of a funding proposal; Scaling;

ATRAP – A real-time Trading Solution based on News Analytics

Setup, Partnering and Development of a fast trading system based on real-time news analytics; Coordination with partners and customers;

LingRep – A Linguistic Repository for multi-language Text Analytics

Design, Funding and Development of LingRep; Development of applications relying on LingRep technologies and integration of linguistic functionalities in numerous projects;

econols – An Financial Information System based on high-end News Analytics

Initial project that led to the funding of econob; econols is a financial intelligence system that processes news of arbitrary sources and mines clues for future stock predictions; Backtesting supports confidences of the trends computed;

Development of X-DOSE (XML-Document Oriented Search Engine), an information retrieval system for XML documents; Development of text analysis tools and text mining tools; Evaluation with a large scale document corpus;

Data Management Platform for Bavarian Dialects

Design and implementation of a web-based data repository system for sustaining the Bavarian dialect and geospatial data integration; Project Coordination of all Partners (Austrian Academy of Science, University of Graz – Department of Geography);

Internet Service Monitor

Development of a smart internet service monitor for monitoring and managing online-services based on socket implementations;

PlaNet-ET

Development and enhancement of an online eLearning portal for curriculum development in high school and university; Integration of natural language functionality to improve search and filter criteria for advanced result visualization;

Modeling of a Multi-Level Marketing System

Modeling and implementation of the mathematics for a multi-level marketing system for over 400 authorized dealers;

Development of Linguistic Analysis Tools

Development of the rule-based and language independent tokenizer for natural language - JavaTok; Design and development of a semi-automated dictionary generation software called LingTool; Creation of a web-based data management platform to maintain linguistic concepts and dictionaries;

Neuronal networks and computational linguistics for information retrieval (Diploma Thesis)

Development of a natural language information retrieval system based on SyRS (systemic retrieval system);

Competence

Management	Collaboration, Team Setup, Funding, Product Development, Communication
Big Data	Hadoop, IBM BigInsights, IBM InfoSphere, IBM InfoStream, Hive, Pig, JAQL, BigTables, MapReduce, several international presentations and talks in Bern & Vienna
Software Architecture	Large & complex Setups, Scaling, High-Availability
Web Technologies	SOA, WAS, Jetty, REST, SOAP, XML, JSON
Database Technologies	DB2, MySQL, PostgreSQL
Java Technologies	Servlets, Spring, Performance, Monitoring, Testing, Logging
NLP	Computational Linguistics and Natural Language Processing NLP Resources and Frameworks
AI	Artificial Intelligence and Machine Learning
Data Analytics	Analysis of Large Data Volumes Parallel Computing and Multi-Threading

Honours and Awards

2013	Austrian Constantinus Winner in Information Technology
2012	Austrian National Prize winner in IT-Consulting
2012	Innovation Prize Winner in Carinthia
2012	IBM Top Performer – Most innovative Austrian company
2011	Best Carinthian Company of Gewinn Jungunternehmer
2011	Winner Media Entrepreneur at Axel Springer in Germany
2009	Information and Communication award winner in Carinthia
1997 – 2003	Merit scholarship in the duration of study

Education & Positions

2018 – Now	Certified Data Security Expert for the EU-General Data protection Regulation (GDPR, DSGVO) regarding responsibilities, data processed, risks, liabilities, data security, and data protection policies
2018 – Now	Certified Digital Consultant on technology trends, public fundings and grants, new business models, digitization, data security, and privacy
2009 – Now	Founder, CEO and CTO of econob – Informationsdienstleistungs GmbH
2009 – Now	Technology and Analytics Consultant
2009 – Now	Member of SYNAPSE (Synaptor Services) – Consulting & Analytics
2016 – 2017	CTO of Almax Analytics
2015 – 2017	CEO of Semantic Service Solutions (subsidiary of econob)
2009 – 2016	Consultant of more&G: solution management, innovation, and product
2007 – 2009	Senior Project Assistant at the Alpen-Adria University of Klagenfurt
2004 – 2007	Junior Project Assistant at the Alpen-Adria University of Klagenfurt
2003 – 2009	PhD. in Computer Science; Thesis "Linguistically Enhanced Information Retrieval of Structured Documents"
2000 – 2007	MSc. in Mathematics
1997 – 2003	MSc. in Computer Science; Thesis "Neuronal Networks and Computational Linguistics for Information Retrieval – An experimental Evaluation"

Publications

[H09] Marcus Hassler, 2009: Linguistically Enhanced Information Retrieval of Structured Documents; PhD Thesis, Applied Informatics, Alpen-Adria Universität Klagenfurt, Austria

[WSBFHKMNV07] dbo@ema. A system for archiving, handling and mapping of heterogeneous dialect data for dialect dictionaries; Eveline Wandl-Vogt, Johannes Scholz, Norbert Bartelme, Günther Fliedl, Marcus Hassler, Christian Kop, Heinrich Mayr, Jost Nickel, Jürgen Vöhringer; Elisenda Bernal, Janet CeCesaris (eds.): Proceedings of the XIII euralex International Congress (Documenta Universitaria), Pages 1467-1472 (CD-ROM); 15.-19. July 2008; Barcelona, Spain

[BFHMNSVW08] Mapping Languages - Erfahrungen aus dem Projekt dbo@ema; Norbert Bartelme, Günther Fliedl, Marcus Hassler, Heinrich Mayr, Jost Nickel, Johannes Scholz, Jürgen Vöhringer, Eveline Wandl-Vogt; Angewandte Geoinformatik 2008 - Beiträge zum 20. AGIT-Symposium, Pages 822-827; 2008

[HBM07] Classification of XML Documents; Marcus Hassler, Abdelhamid Bouchachia, Roland Mittermeir; International Journal of Information Technology and Intelligent Computing Vol. 2, No. 4; November 2007

[WFHKV07] Eveline Wandl-Vogt, Günther Fliedl, Marcus Hassler, Christian Kop, Jürgen Vöhringer, 2007: Die Datenbank der bairischen Mundarten auf dem Weg ins Internet, September 19-22, 2007, Alpen-Adria Universität Klagenfurt), Klagenfurt, Austria

[BH07] Classification of XML Documents; Abdelhamid Bouchachia, Marcus Hassler; IEEE Symposium Series on Computational Intelligence, Computational Intelligence and Data Mining (CIDM); 1.-5. April 2007; Honolulu, Hawaii, United States

[WTHG06] Alan Woodley, Xavier Tannier, Marcus Hassler, Shlomo Geva, 2006: Natural Language Processing and XML Retrieval; Australasian Language Technology Workshop (ALTW), November 30 - December 1, 2006, Sidney, Australia

[SHT06] Shlomo Geva, Marcus Hassler, Xavier Tannier, 2006: XOR - XML Oriented Retrieval Language; ACM SIGIR Workshop on XML Element Retrieval Methodology August 10, 2006, Seattle, WA, USA

[TWGH06] Approaches to Translating Natural Language Queries for use in XML Information Retrieval Systems; Xavier Tannier, Alan Woodley, Shlomo Geva, Marcus Hassler; Technical Report, Ecole Nationale Supérieure des Mines de Saint-Etienne; July 2006

[HF06] Text Preparation through Extended Tokenization; Marcus Hassler, Günther Fliedl; Data Mining VII: Data, Text and Web Mining and their Business Applications (DATA); 11.-13. July 2006; Prague, Czech Republic

[HB05] Searching XML Documents - Preliminary Work; Marcus Hassler, Abdelhamid Bouchachia; Advances in XML Information Retrieval and Evaluation, 4th International Workshop of the Initiative for the Evaluation of XML Retrieval (INEX); 28.-30. November 2005; Dagstuhl, Germany

[HK05] M. Hassler, F. Kollman, Secure Management of Structured Documents, IPSI2005 Conference, Venice, Italy, 2005

[H03] Neuronale Netze und Computerlinguistik für Information Retrieval - Eine experimentelle Evaluation; Marcus Hassler; Master Thesis in Applied Informatics; October 2003; Alpen-Adria Universität Klagenfurt, Austria