

## PERSONAL INFORMATION

## IOANNIS MAGNISALIS



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Sex Male | Date of birth 24 Aug 1974

## WORK EXPERIENCE

### 2009–Present #Sales support department manager @OPAP S.A., Thessaloniki (Greece)

#Visualization/reporting for sales network. Using #Business intelligence tools (Power BI, Tableau etc.). Analysing #Big Data from various #Cloud systems (Azure, AWS, Google Cloud) from diverse sources like Google analytics, Oracle DBs, MS SharePoint, Social media.

#Data analysis and predictions of sales based on big data. Python, R and SPSS for statistical analysis (regression etc.)

#Digital Marketing Strategy based on web #analytics (e.g. Google analytics) and machine learning (ML) recommendations derived from data analysis predictions.

#E-learning on Moodle based OpapAcademy; linked to open source tools (e.g. Matomo) for #learning analytics

Business or sector Arts, entertainment and recreation

### 2017–Present #Researcher & teacher @IHU-Intl. Hellenic and AUTH-Aristotle University, Thessaloniki (Greece)

#Research in new technological areas under Greek National and EU funded projects (indicatively)

1) Greek General Secretariat for digital policy: "Digital transformation of the Greek services based on international and European standards".

#IMAPS (Interoperability Maturity Assessment of a Public Service) application to assess Greek public service interoperability maturity,

#Semantic annotation of Greek e-government services based upon open standard vocabulary representations (Core Public Service Vocabulary - CPSV) (code @ <https://github.com/eellak/diadikasies-wiki-to-BPMN>) @co-operation with Hellenic Open source software (ELLAK)

#Extending specifications for deployment, management and the governance of the Greek Open Metadata Registry, according to European and international semantic standards (e.g. DCAT, ESCO, CPSV, CPOV etc.)

2) IHU – EU funded Project: "Co-Creating Misinformation-Resilient Societies - CoInform".

3) AUTH – EU funded Project: "Integrating Conversational Agents and Learning Analytics in MOOCs - coIMOOC".

#Training adults on advanced ICT courses in English and Greek (indicative) and open life-long learning seminars

#Web & Mobile development, #E-commerce apps (Prestashop, Woocommerce), Cloud computing (Azure, GoogleCloud, AWS, Hadoop/MapReduce, Hive, Apache Spark)

#Business intelligence and #big data visualization (Data studio, Power BI, Tableau), Data #analytics tools – Google analytics, Matomo)

#Semantic web technologies (XML, RDF, OWL), Social media and tools for #digital marketing (Google/Facebook Ads)

IT 4 Business Boot camp: Hands-on seminar for OSS business solutions & Business Analytics boot camp: Hands-on seminar for Google Analytics, MS SharePoint & Power BI ( <https://www.ihu.edu.gr/index.php/news-events/item/1428-business-analytics-boot-camp.html> )

Business or sector Research, Education

### 2008–Present #senior analyst @ Scorm.Gr, Thessaloniki (Greece)

#Mobile ( Android Studio, Intel® XDK, Convertigo Studio, IntelliJ IDEA, Xamarin, PowerApps) and Web development of e-commerce platforms: e.g. <https://www.sense-shop.gr/>.

#Social Media and Online Community Management for business sites, e.g. <https://www.facebook.com/senseshopgr/>

#Web analytics (with Google Analytics and Matomo). Site and e-shop site A/B testing. #Digital Marketing management (SEO , SEM, e-mail, AdWords etc.) of e-commerce sites: e.g. <http://fitnessmania.gr/> .

#Teaching associates @ <https://scorm.sharepoint.com/>, CISCO academy: <http://interlei.gr>, KOE Train the Trainer academy: <http://koe.ttt.edu.gr/> etc.

Business or sector Information and communication

## PUBLICATIONS

[1] Magnisalis, I., & Demetriadis, S. (2017). An architecture combining IMS-LD and Web services for flexible data-transfer in CSCL. *IEEE Transactions on Learning Technologies*, 10(2), 205-218.

[2] Magnisalis, I., & Demetriadis, S. (2015). Tool Orchestration in e-Collaboration: A Case Study Analyzing the Developer and Student Perspectives. *International Journal of e-Collaboration (IJeC)*, 11(4), 40-63.

[3] Magnisalis, I., Demetriadis, S., & Karakostas, A. (2011). Adaptive and intelligent systems for collaborative learning support: A review of the field. *IEEE transactions on Learning Technologies*, 4(1), 5-20.