

Rakel Logadóttir

AI Solutions & Automation Consultant

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PROFILE

Business development and data analysis specialist with broad international experience across technology, energy, and software. I turn data into clear insight and working solutions, with a strong background in data analysis, Power BI, cloud architecture, and practical AI delivery (Azure OpenAI, Azure AI Foundry, Copilot Studio, Boost.ai).

Analytical, proactive, and solution-oriented, with extensive experience leading work from idea to delivery alongside suppliers, clients, and public bodies.

TECHNICAL SKILLS

Data analysis and BI

Power BI, DAX, M, SQL, T-SQL, Microsoft Graph API, Azure Entra ID, data models, reporting, ETL.

AI and automation

Azure OpenAI, Azure AI Foundry (architecture for an AI ecosystem and MLOps for generative AI), Copilot Studio, Copilot agents, Boost.ai, prompt engineering, Claude Code, Power Automate, Power Apps, Dataverse, Dataflows.

Cloud and infrastructure

Microsoft Azure (Data Lake, Microsoft 365). Azure roles: Global, AI, Power Platform, SharePoint, and Billing Administrator.

Programming

Python, T-SQL/SQL, JavaScript, TypeScript, C#/.NET Core.

Business development

Cost-benefit analysis, pricing, contracts with suppliers and public bodies, sales and follow-up.

Methods

Agile/Scrum, Prince2, Lean Six Sigma, PS2000.

Project management and tools

MS Project, DevOps, Confluence, Jira, ServiceNow, Autotaks, Visma.

EXPERIENCE

Cloud Specialist

August 2025 – present

Atmos Cloud ehf, Iceland

- Deployed and administered Azure and Microsoft 365 environments for clients, with a focus on operational stability.
- Resolved complex technical problems through systematic troubleshooting.
- Designed and delivered Power Platform solutions (Power Administrator, Power Apps, Power Automate, Dataverse, Dataflows, Power BI) that increased automation and improved client decisions.
- Set up Copilot Studio solutions for clients.
- Use Claude Code daily to design and refine Power Automate cloud flows and write detailed project descriptions for client system handbooks.
- Clients: Fraktlausnir, Frakt flutningsmiðlun, Iceland University of the Arts, Aztiq, ÞG Verk, Kapp.

Consultant

Dec 2024 – Feb 2025

Advania, Iceland

- Worked on Power Platform solutions for Olúdreifing to simplify and automate processes.
- Implemented a Boost.ai chatbot for the insurer VÍS.
- Set up an MVP Copilot Studio solution for Strætó.
- Worked on internal Advania Power Platform projects and set up an Azure Data Lake connected to client software to support data-driven decisions.

Business Consultant

Feb 2023 – Nov 2024

Cegal, Norway/Iceland

Reference: Bodil Mauritzen

Cegal – AI Copilot

- Built a custom AI Copilot with Azure OpenAI that talked directly to a SQL database in Azure (Python, T-SQL). The MVP was ready and the proof of concept was underway.

Interwell AS – Power BI

- Worked as the client's Power BI specialist. Built reports with Microsoft Graph API and Azure Entra ID, plus custom usage metrics with insight into the application. Hybrid environment.

Aker BP – Power BI / EnergyX

- Backend development and support for the SQL Oracle database behind EnergyX hydrocarbon management software (HCM O&P, C&S Midstream). Prepared solution proposals and requirements for efficient ETL, and moved existing reports from SAP BI to Power BI.

Internal work

- Built internal reports so department managers could follow time registration by project.

Technical Project Manager

July 2022 – Jan 2023

Maritech

Reference: Konráð Ólafsson

- Led the Iceland rollout of Maritech Eye™, a hyperspectral camera solution that improves traceability and quality assurance in fish processing.
- Integrated image data with the LINSIGT IoT backend and a custom frontend for client needs.
- Built a Power BI dashboard with a pilot client so the results were easy to read.

Business designer – custom systems

Jan 2021 – July 2022

Netpower Web Solutions AS, Norway

Reference: Andreas Ravndal

- Ran sales and follow-up with clients and increased repeat business.
- Led digital product development as product owner for Samgöngustofa and a public procurement office, including a registration system for drone operators, plus the company's own product (RockExchange) for recovering building materials.
- Built close collaboration with development teams in Vietnam and Norway, covering full-stack, frontend, and backend work for larger and smaller projects.
- Technology: PHP, HTML, CSS, WordPress, Elementor, Magento, MySQL, MariaDB, Jira, Confluence, Scrum.

Business designer

June 2018 – Dec 2020

Integrate Renewables AS, Norway

Reference: Thomas Flinskau

- Led software development for a microgrid that connected buildings through shared energy storage and enabled energy trading between buildings on a microservice architecture.
- Led development of IRene Energi, which received a Statnett concession and completed integration with Elhub.
- Prepared a pilot for an energy-storage solution for electric construction machines (IRene Kraft) and a renewable-energy project for aquaculture (IRene Aqua).
- Technology: Angular, Node.js, JavaScript, TypeScript, C#/.NET Core, SQL Server, AWS, RabbitMQ, Docker, Git, Prince2, Lean Six Sigma, PS2000.

Owner and consultant

August 2016 – present

Independent consultancy for standalone projects, Norway/Iceland

- Took on independent consulting alongside permanent roles, including startup work.
- COO at GrowthApp (6 months, 2025), a software platform for founder planning (Lean Canvas, market analysis, competitive analysis, and AI-assisted financial plans) for accelerators, universities, and innovation teams.
- Azure Foundry: designed an Azure AI Foundry architecture and implemented MLOps infrastructure for generative AI solutions as a Cloud Solutions Architect, on my own Azure tenant.
- Carried out a feasibility study of battery-powered vessels for Rogaland county together with the Port of Stavanger and Kolumbus.

EDUCATION AND COURSES

Naval engineering

University course with credits (4 months) – Barcelona School of Nautical Studies, Spain (2007–2008)

Project management – PRINCE2®

Metier Academy / SKEMA Business School, Norway (2017)

Leadership training

Theory U: Leading From the Future As It Emerges – MIT (certified course)

Algorithms and software engineering (CS50)

Certified course with university credits – HarvardX (2020)

Web programming – Python and JavaScript

HarvardX (2020)

Certifications

Microsoft Certified: Azure Fundamentals (AZ-900) · Power BI Data Analyst Associate (PL-300) · Lean Six Sigma – Flowit Lean Tech, Norway (2018)

Upper secondary school

Flensborg / Reykholt / Sandnes VGS, Norway (1991–1995) · Tími VGS, Norway (1996–1998)

LANGUAGES

Icelandic (native), English, Norwegian, Swedish, Danish, Spanish, and German – high level, written and spoken.