Garry Balala

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PROFESSIONAL SUMMARY

I am a motivated professional passionate about learning and growth, with leadership and strategic skills honed through the Aspire Leaders Program. I developed expertise in blockchain technology through the Webacy Blockchain Technology and Web3 Research Externship. In my role at Expedia Group, I analysed global digital advertising trends, researched retail media networks and identified strategic opportunities. I also developed insights presentations to guide corporate planning and managed multiple projects autonomously. My AI Risk Landscape Market Research Externship further strengthened my analytical skills by identifying, classifying, and providing actionable recommendations on AI risks. Additionally, hands on experience as a temporary enumerator in both rural and urban settings enhanced my adaptability and communication skills.

EXPERIENCE

Extern   **Remote**

Expedia Group Competitive Intelligence and Strategy Externship   September 2024

- Analyzed global digital advertising trends across travel and the retail media industries, identifying emerging patterns and strategic opportunities

- Conducted detailed research on key retail media networks, evaluating their advertising products, revenue models, and market impact

- Developed an insights presentation to guide corporate strategic planning

- Managed time autonomously to complete multiple projects in an asynchronous four-week program.

Extern   **Remote**

AI Risk Landscape Market Research Externship   September 2024

- Executed thorough secondary research to identify, analyse, and classify prevalent AI risks

- Conducted comprehensive secondary research on AI risks and cataloged them as per the AI risk framework

- Formulated in-depth case study demonstrating the potential business repercussions of specific AI risks

- Delivered strategic insights and actionable recommendations to clients for addressing and mitigating AI risks

Extern   Remote
Webacy Blockchain and Web3 Security Research Extern   May 2024 – Jun 2024

- Conducted comprehensive blockchain technology analysis by identifying emerging blockchain technologies and assessing their market positioning and technological offerings.
- Analysed Web3 security competitors, delineating their product offerings, strategic market placement, and consumer insights to spotlight potential market disruptors
- Synthesized research findings to enhance company competitiveness in the digital landscape
- Worked both autonomously and with colleagues from across the globe to meet ambitious deadlines in an immersive 4-week experience.

Enumerator   on-site
Malawi COVID-19 Urban Cash Intervention (CUCI)   August 2020
Unified Beneficiary Registry (UBR)   *Jan 2021- April 2021*

- Conducted household interviews in urban settings using Android tablets.
- Collected GPS coordinates for each household to ensure precise location mapping.
- Performed detailed visual surveys to capture comprehensive household information.
- Wrote unique household reference (UBR) codes on the doors or walls of each household for easy identification.

SKILLS
Coordination | Service orientation | Problem solving| Critical thinking| Collaboration
Flexibility | Leadership | Teamwork| Strong and positive personality | Data Collection

EDUCATION
Business Information Technology   June 2022- June 2026
Malawi University of Science and Technology

CERTIFICATIONS
- 2024 Aspire Leaders program, Aspire institute – April 2024
- How to create and sustain open image training data, Atingi – 2024
- How to get involved in artificial intelligence, Atingi – 2024
- Foundations of Cybersecurity
- Technical Support Fundamentals