

# LEO YANG

Seven years into my career in the banking and financial service sector, I've held various roles in the data and analytics field, supporting risk, marketing, customer life cycle management, financial crime, and remediation functions.

I am passionate about using data and analytics to improve customer outcomes and business performance.



## EDUCATION

- Current**  
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2017  
● **CFA Level III Candidate**  
CFA Program
- Current**  
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2016  
● **Certified Practising Accountant**  
CPA Australia
- 2014**  
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**2012**  
● **Master of Accounting and Master of Commerce**  
Macquarie University 📍 Sydney, Australia
  - Graduate Speaker
  - GPA: 3.9/4.0, High Distinction Average
- 2009**  
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**2005**  
● **Bachelor of Science**  
Beijing Jiaotong University 📍 Beijing, China



## EMPLOYMENT HISTORY

- Current**  
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2020  
● **Manager, Analytics Data and Data Science**  
Commonwealth Bank of Australia 📍 Sydney, Australia

I work in the analytics center of excellence in Business Banking and lead analytics projects that support customer and risk functions.

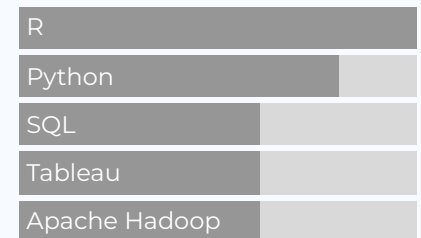
  - Led the development, delivery, and change management of self-service applications which automate the customer remediation process. The automation led to a saving of 9 FTE in FY2022, and reduced remediation incident turnaround time by 70%.
  - Collaborated with Bankwest Data Science function to build Optical Character Recognition capability in Business Banking, which classified customer document scans into different document types and extracts customer information from IDs. This allows the Financial Crime team to KYC refresh 25% of individual customers without customer outreach, and reduced document review time by 60%.
  - Facilitated and led technical training of customer and risk analytics team.

## CONTACT

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in [LinkedIn](#)

## TECHNICAL SKILLS



Made with the R package  
[pagedown](#).

The source code is available on  
[github.com/LeoYang-git/cv](https://github.com/LeoYang-git/cv).

Last updated on 2022-08-13.

2020  
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2017



### **Analyst, Data and Data Science**

Commonwealth Bank of Australia

📍 Sydney, Australia

I worked on Customer Engagement Engine, a recommendation engine that orchestrated 200+ next best conversations across 21 inbound and outbound channels to 11+ million retail banking customer base.

- Designed and delivered experiment group rotation framework that rotates customers between control, target, and experimental groups. This framework improves customer experience and uplifts performance measurement across all campaigns.
- Designed and built A/B testing capability and reporting in 3 inbound channels, and supported the implementation of 27 A/B testing in digital channels.
- Provide prescriptive analysis to optimise RBS contact strategy in 21 inbound and outbound channels. The recommendation from this analysis was implemented in full and led to a 25% increase in identification and verification rate in proactive outbound calls.

2017  
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2016



### **Senior Analyst, Forensic Accounting**

Commonwealth Bank of Australia

📍 Sydney, Australia

I worked in the forensic accounting team in Financial Advice Remediation under Wealth Management.

- Developed remediation methodology and framework for insurance and Defined Benefit pension financial advice remediation.
- Built financial models for investment performance calculation.
- Led a team of junior team members to perform compensation calculations, reviewed and approved calculation workings.

2016  
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2015



### **Graduate, Open Advice Review**

Commonwealth Bank of Australia

📍 Sydney, Australia

I worked in the advice assessment team in Financial Advice Remediation under Wealth Management.

- Provided assessment on the appropriateness of financial advice upon customer request under the Open Advice Review Program.
- Provided investment asset research to support financial advice remediations.



REFERENCES AVAILABLE UPON REQUEST