

# Zaishan Weng

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 <https://zs-weng.github.io/blog/>

## Summary

A techno-functional consultant and solutions architect with over 14 years of experience leading strategic digital transformation, data analytics and data science initiatives in the retail, government, health & security and restaurant industries. A dynamic & passionate professional who specializes in driving innovation, delivering large and complex projects, and advising senior executives on leveraging technology to drive business outcomes. A data scientist/engineer with proven track record in deploying impactful and productive AI products.

Areas of expertise & Specialty include:

- Drive innovation & change management
- Develop and execute AI strategy
- Demonstrate business goals & ROI
- Lead cross functional team
- Orchestrate complex large-scale projects
- Architect data analytics ecosystem

Blog: <https://zs-weng.github.io/blog/data-ai-blog.html>

## Experience

### Data Analytics and AI Lead

IBM

Nov 2020 - Present (2 years 7 months)

Drove data analytics and AI strategy and transformation, participating in end-to-end lifecycle from pre-sales consulting to project implementation.

- Designed and presented high value data platform and analytics solutions which led to winning engagements with multiple clients across industrial and public sectors of over USD 20M covering AWS and Azure cloud implementation (Azure, AWS), Data Governance, Data Analytics and Artificial Intelligence. Promoted the adoption of advanced analytics technologies with over 500 stakeholders during pre-sales consulting, events, and webinars to illustrate the capabilities, best practices and application of AI and Data Science in the industry.
- Incorporated and customized various Machine Learning techniques including clustering, recommendation engine, Natural Language Processing and state of the art multi-modal transformers solution for document understanding
- Delivered supply and demand forecasting shipping analytics project with a 5-member team as the role of a Scrum Master. Showcased the overall benefit of USD 13M through enabling better decision making based on insights from a 360-degree view of vessel supply and demand forecast from 10 data sources and 5 AI models. (Technologies employed: Azure Data Factory, AMLS, Synapse, Analysis Services, Plotly, PowerBI).
- Architected end-to-end data science and analytics solution for public sector client based on on-premise data lake infrastructure with python and Qlik Sense servers. Optimized and automated Data Engineering Transformation pipeline on 5 years of SAP data extract with over 10 million records.

Delivered 14 BI apps to highlight high risk areas in the areas of fraud, extravagance, wastage and reputational risk in the procure to pay process.

## **Digital Transformation and Data Analytics Lead**

### **Cognizant**

Apr 2017 - Nov 2020 (3 years 8 months)

Advised clients across Asia Pacific on data analytics strategy formulation and implement technology innovation roadmap to create value, maximize growth and improve business performance.

- Curated business intelligence adoption programs coaching over 1,000 business users leading to 100% increase in engagement and savings of 1,500 man-days. Optimized and automated cross functional business processes to ensure seamless integration of products and technologies from multiple vendors (e.g. AWS, Informatica, IBM, Microsoft, MicroStrategy, Salesforce, Qlik)
- Influenced and advised C-Suite senior management on digital team setup, solution design, tool evaluation and roadmap implementation. Coordinated with 80 stakeholders across 12 countries to crystallize customer experience vision, customer journey maps and data requirements to support digital products development. Designed enterprise data model across 19 applications and 3000 fields.
- Directed 25-member cross functional team and rolled out multiple end-to-end data analytics projects of over USD 10M budget (e.g. consumer intelligence, data governance, product mix optimization, supply chain optimization, loss prevention). Showcased revenue uplift of USD 15M with internally developed marketing recommendation engine optimizing product mix, promotions, retail space and vendor management. (Technologies employed: Python, PowerBI, Elasticsearch stack, MS SQL, Azure Cloud)

## **Regional Senior Manager - Digital Transformation**

### **Fung Group**

Jul 2013 - Mar 2017 (3 years 9 months)

Planned, defined, and implemented digital strategy roadmap for the group across various ecommerce, retail and supply chain business units in Hong Kong, Taiwan, Singapore, and Malaysia.

- Pioneered ToysRUs ecommerce website in Singapore, Malaysia, and Hong Kong. Established operational model with marketing, merchandising, customer service, logistics and store ops departments to achieve profitability in 10 months. Optimized UI/UX & digital marketing engagements through rapid experimentation and A/B testing, doubling online traffic & increasing conversion by 400%.
- Strategized digital platform roadmap and transformation with senior executives of multiple brands within retail group (Circle K, Macy's, Furla, Cerruti 1881, Stride Rite, Petite Bateau etc.) Instituted best practices and governance for omni-channel analytics (Google & Adobe Analytics), data warehouse (MS SQL), BI (QlikView) and CRM for 116 websites and apps with total annual online revenue of USD 150M.
- Led the setup of project management office overseeing the setup of 12 projects (ecommerce website & app launch, supply chain optimization, analytics dashboard). Championed the adoption of agile methodology to reduce development time by ~15% on average. Initiated digital transformation project to

automate and integrate customers and suppliers' EDI PO system across 7 countries, achieving 26,000 man-hour savings yearly.



### **Deputy Officer Commanding**

Republic of Singapore Air Force

May 2008 - Aug 2012 (4 years 4 months)

- Led a team of 14 engineers to achieve 100% mission readiness on network and computer systems. Planned and directed all maintenance, system enhancement and technical fault investigations.
- Developed squadron's organizational excellence frameworks and processes. Orchestrated the attainment of various international and national certifications (ISO 9001, Singapore Quality Class, People Developer, Innovation Class, and Service Class).
- Oversaw the induction of state-of-the-art networked air defence radar and missile systems USD 50M budget. Streamlined and overhauled existing squadron maintenance structure by upskilling and reprofiling 140 roles to be future ready.

## **Education**



### **Saïd Business School, University of Oxford**

Master of Business Administration (M.B.A.), Business Administration, Management and Operations

2012 - 2013



### **freeCodeCamp**

Full Stack Web Development Certification, Computer Software Engineering



### **Nanyang Technological University Singapore**

Bachelor of Engineering - BE, Electrical and Electronics Engineering



### **University of Washington**

Exchange Program

## **Licenses & Certifications**



### **PMP - Project Management Institute**

Issued Jun 2016 - Expires Jun 2025

1936581



### **Certified Scrum Master - Scrum Alliance**

Issued Oct 2016 - Expires Oct 2024

000574700



### **PMI-ACP - Project Management Institute**

Issued Dec 2016 - Expires Dec 2025  
1992601



**Javascript Front End Certification** - freeCodeCamp



**Machine Learning by Stanford University on Coursera** - Coursera



**AWS Certified Solutions Architect** - Amazon Web Services (AWS)

Issued Oct 2018 - Expires Oct 2021  
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**Deep Learning, a 5-course specialization by deeplearning.ai on Coursera** - Coursera

JTSMKJFNDCD3



**Certified Information Systems Security Professional (CISSP)** - (ISC)<sup>2</sup>

Issued Nov 2019 - Expires Oct 2025  
737839



**Foundations in AI** - AI Singapore

AISG-663596872



**Microsoft Certified: Azure Fundamentals** - Microsoft

H571-3595



**Data Engineering with Google Cloud Specialization** - Coursera

SKL5KAHFA9EW



**Machine Learning: Algorithms in the Real World Specialization** - Coursera

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**IBM Artificial Intelligence Practitioner - Instructor** - IBM



**Deep Neural Networks with PyTorch** - IBM



**IBM Senior Solution Manager** - IBM



**Microsoft Certified: Azure Data Fundamentals** - Microsoft

H895-6793



### **Microsoft Certified: Azure AI Fundamentals - Microsoft**

H922-3769



### **IBM Internet of Things Practitioner - Instructor Certificate - IBM**

Ci8keWHI



### **Qlik Sense Certification - Udemy**

UC-f71581e5-01be-49b8-8fbe-4f2b0d992c2f



### **AWS Certified Cloud Practitioner - Amazon Web Services (AWS)**

Issued May 2022 - Expires May 2025



### **IBM Machine Learning Specialist - Advanced - IBM**



### **Practical Data Science on the AWS Cloud Specialization - Coursera**

XS3RT2BBYWAP



### **AWS Certified Machine Learning – Specialty - Amazon Web Services (AWS)**

Issued Dec 2022 - Expires Dec 2025

## **Skills**

Business Analysis • PyTorch • C • Microsoft Office • PowerPoint • Microsoft Word • Windows • Matlab • Coaching • Research

## **Honors & Awards**



### **CDF Essay Competition Commendation Award - Singapore Armed Forces**

Aug 2011

Annual competition open to all SAF Officers, Warrant Officers, Military Experts, Defence Executive Officers and DSTA personnel (Regulars, Officer Cadets and Full-Time and Operationally-Ready National Servicemen).

[http://www.mindef.gov.sg/content/imindef/publications/pointer/cdfessay/past/2010\\_2011/\\_jcr\\_content/imindefPars/download/file.res/CDFEC%202010-2011%20Winners-1.pdf](http://www.mindef.gov.sg/content/imindef/publications/pointer/cdfessay/past/2010_2011/_jcr_content/imindefPars/download/file.res/CDFEC%202010-2011%20Winners-1.pdf)



### **Titanium Award for URECA Poster Competition - Nanyang Technological University**

Mar 2008

Won in the annual competition with presentation of dissertation research titled: "Design and Implementation of Vibrational Spectroscopy Analysis" which explores the commercial application of light scattering for rapid substance identification.



### **Outstanding performance in marketing at Master's level - Worshipful Company of Marketors**

Jul 2014

The £1,000 prize, awarded to six students annually by the City Livery Company, recognizes research that is seen to benefit the practice and understanding of marketing, and raise its status in the estimation of the public and business. Students are nominated for the awards by their supervisors, and the final decision is made by an Awards Committee.



### **FrontLine Leader - Cognizant**

Aug 2018

- One of 13 Managers in Asia Pacific region recognized with the FrontLine Leader award
- Lead multiple data analytics project at the Front End
- Grew team from 4 to 20+ in a year



### **IBM Consulting Delivery Superstar - IBM**

Dec 2021

- Exemplified value of dedication to client
- Delivered value to client with the highest quality