Brian (Guanghui) Sun

SAS Certified Data Developer| Certified Senior Data Scientist

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SUMMARY

SAS Solution Architect & Developer (holder of 7 SAS Official Certifications across Data Integration, Business Intelligence, Predictive Modeling, and Statistical Analysis), Certified Senior Data Scientist (DASCA), and former HSBC Technical AI Ambassador with **10+ years of experience** designing and delivering enterprise-grade **SAS-based data solutions**. Expertise spans **ETL pipeline development, predictive modeling, reporting automation, and SAS-to-Cloud migration**, with a strong track record of aligning SAS-driven analytics with business needs in **fraud mitigation, regulatory compliance, marketing optimization, and enterprise data modernization**. Now prepared to leverage advanced SAS capabilities and proven technical leadership to deliver value for future employers following a career break due to family relocation.

CORE COMPETENCIES

- **SAS Solution Architecture & Development** (Fraud/ Credit Risk, Marketing Campaign, Business Forecasting)
- **SAS ETL Development & Data Integration** (SAS DI Studio, SAS Macro, SQL, GCP integration)
- **SAS Predictive Modeling & Risk Analytics** (SAS Enterprise Miner, Scorecards, Credit/Fraud Models)
- **SAS Data Migration & Modernization** (SAS to Cloud, SAS Macro)
- **SAS BI & Reporting Automation** (SAS Web Application, SAS Server Page, SAS VA, Microsoft Power BI)
- **Cloud & Big Data Platforms** (GCP, Azure, Snowflake, Databricks, Hadoop, Spark, Oracle)
- **Leadership & Transformation** (Agile/Scrum, Stakeholder Engagement, Solution Design)

WORK EXPERIENCE

Senior Data Scientist, HSBC   November 2019 - August 2024

A. As **senior data scientist** at HSBC Global Analytics Center from 2022-05 to 2024-08, spearheaded AI and data science innovation initiatives focused on HSBC global **wholesale banking business** in fraud risk mitigation, workforce management, and client service operations.

   - **SAS Solution Architecture**: Designed hybrid **SAS–Python architectures** for wholesale fraud analytics, ensuring scalability and alignment with global risk systems.
   - **SAS ETL & Data Integration**: Developed optimized **SAS ETL pipelines** for ingesting multi-country wholesale banking data (transactions, loans, KYC) for reporting and analytics.
   - **SAS Predictive Modeling**: Engineered SAS-based fraud scorecards, blending expert rules with machine learning. Boosted detection accuracy by 30%+ and averted $100M+ annual global fraud losses.
   - **BI & Reporting with SAS**: Automated SAS BI dashboards and reporting pipelines for client services and workforce management, reducing manual reporting time by 40%.

B. As **VP of Analytics** at HSBC Global Analytics Center from 2019-11 to 2022-04, manage a team of data scientists and data analysts, supporting HSBC global **retail banking business**.

   - **SAS ETL Development:** Led SAS DI and Macro-based ETL processes to integrate consumer banking data sources into centralized data marts supporting fraud detection and marketing analytics.
   - **SAS Credit Card Fraud Detection:** Built SAS predictive models for real-time credit card fraud detection, preventing $0.8M USD in losses in 2021.
   - **SAS Marketing Optimization:** Delivered SAS-driven A/B testing framework and machine learning enhancements, improving campaign conversion by 5x.
   - **SAS-to-GCP Migration:** Directed migration of SAS analytics assets (models, reports, datamarts) to Google Cloud Platform. Designed optimized GCP data-mart infrastructure and automated 100+ SAS reports.

Data Engineering Lead (SAS), CRCBank   March 2018 - August 2019

- **SAS Data Governance & Migration**: Directed cleansing and consolidation of 1,000+ SAS data tables (3TB) across 10 banking systems, creating a unified SAS-driven data governance framework.

- **SAS ETL & BI**: Designed SAS DI and BI workflows to deliver 30+ operational and financial KPI dashboards. Improved fraud monitoring and loan risk tracking efficiency through SAS analytics automation.

Risk Data Science Lead (SAS), Mashang Consumer Finance Ltd   May 2017 - March 2018
- **SAS Predictive Modeling:** Built SAS-based fraud and credit risk scorecards for loans, reducing losses by 26%.
- **SAS ETL Development:** Automated SAS workflows for loan application and repayment data integration, supporting end-to-end fraud and credit risk management.

Payment Data Analytics Lead (SAS), Vipshop Ltd   October 2016 - April 2017
- **SAS Fraud Analytics:** Developed SAS-driven ML models to detect abnormal online transactions, improving fraud detection coverage.
- **SAS Campaign Analytics:** Applied SAS for marketing segmentation and response modeling, increasing adoption rates by 30% and reducing marketing costs by 15%.

Senior Manager of Analytics Consulting, Fair Isaac Corporation (FICO)   September 2015 - September 2016
- **SAS Solution Delivery:** Led a team delivering SAS-based risk solutions for major banks in China and APAC.
- **SAS Predictive Modeling:** Developed SAS fraud risk scorecard and machine learning models for clients.

Senior SAS Developer (Independent Contractor), Bank of Montreal   November 2014 - August 2015
- **SAS Regulatory Reporting**: Engineered SAS workflows for CCAR/DFAST Basel II regulatory reporting. Automated reporting pipelines reduced manual effort and ensured compliance with US Fed requirements.

Senior Analytics Consultant, Canadian Imperial Bank of Commerce   July 2013 - October 2014
- **SAS Fraud Models**: Developed advanced SAS predictive models for fraud risk, improving detection rate.
- **SAS ETL & BI**: Built SAS data marts and reporting dashboards to support fraud monitoring.

Senior Data Analyst, Customer Support Operation, BlackBerry Ltd   March 2012 - June 2013
- Designed **SAS-based forecasting models** and **BI reporting** to optimize call center customer service.

Senior Statistician, University of British Columbia   September 2010 – February 2012
- Delivered **SAS-driven healthcare analytics** for large-scale medical research projects.

EDUCATION

September 2008 - May 2010	**Master in Business Administration**, University of British Columbia
September 2005 - July 2008	**Master in Statistics**, Peking University
September 1995 - July 1999	**Bachelor in Mechatronics Engineering**, Hangzhou Dianzi University

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CERTIFICATIONS

1. **SAS Official Certifications** *: First in Canada with 7 SAS Global Data Certificates,* verification link
   - SAS Certified Data Integration Developer
   - SAS Certified BI Content Developer
   - SAS Certified Statistical Business Analyst
   - SAS Certified Predictive Modeler Using SAS Enterprise Miner
   - SAS Certified Advanced Programmer
   - SAS Certified Base Programmer
   - SAS Certified Clinical Trials Programmer

2. **Other Certifications in Data and AI**
   - DASCA Certified Senior Data Scientist, Data Science Council of America (DASCA) verification link
   - HSBC Technical AI Ambassador, HSBC verification link
   - Microsoft Certified Power BI Data Analyst Associate, Microsoft verification link
   - PCAP – Certified Associate Python Programmer, OpenEDG Python Institute verification link
   - Data Engineering, Big Data, and Machine Learning on GCP, Google Cloud verification link