Cindy Chiang

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PROFESSIONAL SUMMARY

Management consultant specializing in generating data driven strategies in tech and healthcare sectors. Extensive research experience with investigating how people communicate with others and with technology as a PhD psycholinguist.

EDUCATION

University of Southern California — Los Angeles, California
Ph.D. in Psychology and Minor in Quantitative Methods — *August 2016-August 2022*

Smith College — Northampton, Massachusetts
Bachelor in Psychology — *August 2010-May 2013*

PROFESSIONAL EXPERIENCE

ZS Associates — Seattle, Washington
Strategy Insights & Planning Associate Consultant — *September 2022-Present*

Go-to-market strategy for mobile app (mental health care platform)
- Developed financial model, valuation, and go-to-market strategy for a comprehensive health network's mental health platform, leading to the launch of a $150+ million revenue generating product
- Built forecasts to project number of providers needed to support 5-year phased statewide and national roll out

Defining B2B marketing strategy using data science and analytics
- Led team of 8 data scientists and analysts to develop data models that drive B2B org wide marketing campaign recommendations with $100+ million annual budget
- Shaped B2B marketing strategy with data driven insights presented in monthly senior leadership reviews

Operational restructuring of development team in a Big Five Tech company
- Implemented change management to ensure product timelines were accelerated by 30% in software development team building internal tools that enhanced sales capabilities of 1000+ cloud solution architects
- Developed KPIs to ensure cloud solution architects provided timely and relevant recommendations to their customer and delivered requirements to developers, resulting in quarter over quarter growth cloud service revenue
- Collaborated with leadership team to develop annual plan for company's cloud strategy

University of Southern California — Los Angeles, California
Graduate Researcher in the Department of Psychology — *August 2016-August 2022*
- Secured funding, $25,000+ from the National Science Foundation (NSF) and USC to conduct foundational research and build a language model simulating children's language development
- Acquired additional funds for and trained 17 research assistants shared across the lab in research methodologies (i.e. annotation, research protocols, statistics)
- Spearheaded dozens of experiments with 1000+ adults and 500+ children examining what factors impact language processing and learning – resulting in 8 conference presentations and 2 research proceedings
- Led collaboration with 2 psychologists and 2 computer scientists to analyze differences in children's verbal interactions with voice assistants in 100+ session recordings using ML techniques
- Analyzed datasets with millions of data points using Bayesian, frequentist, and big data models with R

Jowett Group — Los Angeles, California
Supply Chain Coordinator and Product Developer — *January 2014-December 2014*
- Streamlined manufacturing line to meet trend forecasts of Nike and Under Armour (1.2+ million pieces per month)
- Refined apparel design with design team and manufacturing floor to meet desired aesthetics and production costs in North America and Asia market segments

SKILLS

- **Statistical Programs and Programming Languages** - R, SPSS, Stata, JavaScript, Python
- **Data Visualization Tools** - Power BI
- **Research Methods** - Interviews, Eye-tracking, Mouse-tracking, Reaction Time Measures, Surveys, Corpus Linguistics
- **Languages** - English (Native); Chinese/ Mandarin (Native)