

Christina Zheng

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EDUCATION

University of Pennsylvania

Philadelphia, PA | May 2022

MS in Social Policy & Data Analytics

GPA: 3.9 / 4.0

University of Toronto

Toronto, Canada | June 2019

BComm in Business Management

GPA: 3.5 / 4.0

SKILLS

Programming Languages

SQL / Python / R / SAS

Data Analysis & Platforms

Snowflake / Teradata / IQVIA

SMART / Veeva CRM / Salesforce

CRM / MySQL Workbench /

Qualtrics XM / MS Excel: Macros,

VBA, Power Query, Power Pivot

Visualization Tools:

Tableau / PowerBI / ArcGIS

Soft Skills:

Project Management / Stakeholder

Management / Qualitative Research

SELECTED COURSEWORK

(MSSP730) Community

GeoMapping w/ ArcGIS (TA Spring

2022)

(MSSP608) Machine Learning

Methods w/ Python

(MSSP897) Applied Linear

Modeling w/ R Programming

(MSSP634) Data Storytelling w/

Tableau & PowerBI

AWARDS

University of Pennsylvania

Dean's List (All Semesters)

University of Toronto

Dean's Scholar (Top 10%), John

Leyerle Scholarship 2016

(Acceptance Rate < 5%), U of T

Scholars Program (\$2,000 CAD

Grant)

INTRODUCTION

Healthcare Analytics professional with **3 years of experience in pharmaceutical commercial strategy** across US and Asian markets, driving GTM strategy, physician targeting, and early-launch revenue growth. Brings deep expertise in secondary market research, data-driven project management, and investor-focused analysis, delivering client-facing insights across pharma, digital health, and emerging healthcare ventures.

PROFESSIONAL EXPERIENCE

Business Development Associate, Healthcare

Kexiang Capital | Shanghai, China | Aug 2025 - Dec 2025

- Executed **5 capital advisory** mandates across digital health, energy-tech, and emerging brands, facilitating successful **capital raises totaling ¥50M** by coordinating outreach with **25+ investors**, including PE, VC and government-backed RMB funds.
- Led business plan development and commercial due diligence for **4 pre-IPO ventures**, providing in-depth industry research, competitive analysis, and financial modeling to support investment and go/no-go decisions
- Led investor outreach and execution of **4 local investment roadshows**, developing deal-sourcing strategies and investment materials to advance deal readiness

Associate Manager of Analytics, Healthcare

Strategic Research Insights (SRI) | Princeton, NJ | July 2022 - Feb 2024

Business Initiative

- Led pre-launch commercial strategy for a **top 5 U.S. pharma company's** oral antiviral medication targeting high-risk patients in support of continued R&D investment
- Achieved **~10% revenue growth** for a leading U.S. pharma company's branded anti-seizure medication by optimizing physician targeting, salesforce deployment, and KPI strategy during a critical early-launch phase within two years post-FDA approval
- Built a data-driven physician segmentation framework leveraging real-world evidence (RWE) data, driving a **2.5 scripts-per-week increase** in product adoption through a quarterly target physician call plan covering **10K+ physician profiles**
- Led client engagement efforts that secured both a contract renewal and a new project addition with a high-value client, adding **\$1.2M+** in projected revenue.

Technology Platform Initiative

- Led a **cross-timezone, cross-functional team of 6** to build iterative data pipeline, consisting of **20+ analyses** for **5 analytical projects** with weekly data refreshes
- Used **Snowflake, SQL, MS Excel** to collate multiple healthcare commercial data (e.g. IQVIA data: NPA, NSP, XPO / XPD, SHA APLD claims data, ZS Access Monitor), creating **30+ user-friendly custom datasets** for project-based and ad hoc analyses
- Managed contract with **3 external data vendors** to ensure timely delivery of accessible, up-to-date data for both internal teams and downstream consumers
- Collaborated with offshore engineering teams to deploy advanced ML models for predictive analytics and physician clustering, **reducing manual analysis by 40%**

Research & Development Intern

Child USA | Philadelphia, PA | Feb 2021 - Aug 2021

- Created and shipped **5 psychosocial questionnaires** for individuals who may have experienced child abuse using **Qualtrics XM Tool**
- Identified key behavioral trends related to child abuse prevention by cleaning data on raw survey responses in **Python** and producing data visualizations using **Tableau**
- Contributed to a 2022 white paper advocating for policy changes by communicating key findings to senior leadership of the organization