# CYNTHIA I AM

Strategic analytics & data leader with 13+ years of experience designing and executing advanced analytics programs across diverse industries including healthcare, government, education, and financial services. Proven track record in market research, customer analytics, and brand measurement, with expertise spanning choice modeling and attribution analysis through to building highperforming teams and translating complex data into actionable business insights. Experienced in leading cross-functional analytics initiatives and establishing data-driven decision making cultures.

## CORE COMPETENCIES

- · Leadership & Strategy: Team building, cross-functional collaboration, stakeholder management, analytics/insights roadmap development, insights operationalisation
- · Analytics, Measurement, Research design: Brand equity modeling, choice modeling (conjoint, DCM), attribution, segmentation, experimentation design, statistical testing, mixed-method research, correspondence, TURF, forecasting, predictive & probabilistic (e.g., Bayesian)



#### EXPERIENCE

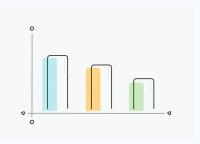
Manager - Insights & Analytics (2023-Oct to 2024-Nov)



NSW Fair Trading



- · Launched Voice of Customer (VoC) program unifying cross-divisional teams under shared data strategy, improving customer experience
- · Automated reporting via PowerBI and Qualtrics dashboards, enabling real-time insights shaping strategic decision making.
- · Defined research strategy aligned with regulatory priorities, delivering on agency's public commitments while influencing refinement of future policy decisions across key market sectors.
- · Built trust in evidence-based insights within the agency, which previously lacked confidence in data-driven approaches.
- · Created a roadmap for regular reporting, ensuring insights were actionable and integrated into business operations.



https://cynlam.github.io/bio/

### CONTACT

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#### **SCRIPTING**

SOL

Sydney

R / Python

## TECHNICAL & PLATFORM EXPERIENCE

- · Visualisation: PowerBI (DAX, Power Query), Excel (VBA, Power Query)
- · Automation & Analytics: SQL, SPSS, R, Python, Latent Gold
- · Research, Data or Cloud Platforms: Qualtrics, Snowflake, Databricks, AWS (S3), Q Research Software

2024 2023 2023 | 2021 Analytics Lead, Australia & New Zealand (2022-Dec to 2023-Oct) Senior Analytics Consultant (2021-Mar to 2022-Dec)

**♀** Sydney

# **PRO**SPECTION (

- Established and managed team of analysts, optimizing resource allocation across client deliverables and growth initiatives.
- Scaled analytics operations, delivering client-facing dashboards for pharmaceutical clients informing market entry strategies and customer outcomes.
- · Collaborated cross-functionally to define products, create value propositions, and establish pricing structures for analytics services.
- Drove ANZ analytics strategy, positioning company as thought leader in utilizing big data to identify non-compliant prescription patterns, medication behaviors with patient risk correlations, and comorbidity indicators with mortality implications.
- Led data governance & quality assurance with automated implementation in collaboration with Engineering and Product team, including end-to-end oversight of monthly dataset updates, designing automated pipelines to enforce data dictionary rules, validate consistency, and flag anomalies.
- Spearheaded onboarding of New Zealand health dataset, creating ETL rules, standardized data dictionary, and documentation aligned with governance framework.
- Developed automated insight delivery tracking medication journey and adherence trends, enabling communications strategy refinements, while capturing market share for clients.
- Delivered patient segmentation analysis and behavioural insights for healthcare clients, identifying high-value patient patterns and retention opportunities.

2021 | 2018 Research Manager (2018-Mar to 2021-Mar)
Higher Duties (2020-Feb to 2020-Nov)



Svdnev

- · Led and mentored a team of researchers and analysts, executing research projects and delivering high-quality reports within deadlines.
- Designed and implemented quantitative and qualitative research programs, generating actionable insights for strategic planning.
- Conducted complex data analysis using SQL and R, providing strategic recommendations for program catalogue optimization.
- $\cdot$  Led mixed-method research on student engagement, directly informing budget allocations and program redesigns.
- Collaborated with IT, student sales, digital, accounts, and campaigns teams to clean and connect data into a centralized system, establishing single source of truth to enable real-time, reliable reporting for senior leaders.
- Led forecasting analysis of student demand (including enrolment and withdrawal patterns) across program portfolio, informing strategic planning decisions, resource planning and program portfolio optimisation different offering types.

2017 2016 Consultant (2016-Jun to 2017-Nov)

## KANTAR HEALTH

Svdnev / Singapore

- · Designed and managed end-to-end market research projects, from experimental design to final insights delivery.
- · Designed brand health and market access studies for pharmaceutical clients, including predictive analytics and brand positioning.
- · Designed and led research utilizing advanced analytical techniques including choice modeling, segmentation analysis, probability modeling, and predictive analytics for customer insights.
- · Designed and executed prompted diary and forum research to capture longitudinal patient emotional journeys from diagnosis through treatment adherence, including lifestyle changes, health-conscious choices, and support group engagement.
- · Maintained client relationships and contributed to business development through insights-driven recommendations.
- · Delivered insights on market trends, concept testing, brand positioning, and competitive strategy for pharmaceutical clients.

2013

Account Manager (2016-Feb to 2016-Jun) Senior Research Executive (2013-Jun to 2016-Feb)





Ipsos

- · Managed key client accounts across finance, D2C, FMCG, and healthcare industries, delivering strategic insights for brand growth.
- · Conducted advanced research in brand equity measurement, innovation testing, and market forecasting.
- · Certified in Ipsos Bayesian Network (IBN) analytics, conducting probability modeling and scenario analysis.
- · Delivered valuable and actionable customer insights through utilising choice modeling techniques (conjoint analysis, DCM) and segmentation methods (K-means, random forest).
- · Optimised clients' brand and product positioning and competitive strategy through correspondence analysis, TURF analysis, and max-diff methodologies.
- · Designed and led prompted diary and forum research to capture longitudinal consumer behavior and deeper contextual insights.
- · Delivered insights on market trends, consumer behavior, and brand positioning, informing marketing strategy and optimizing value propositions for optimal uptake

2016

## Project Manager (2011-Oct to 2013-Jun)



INSIDESTORY

- · Managed end-to-end research projects for private and public sector clients, including regulatory and policy environments.
- · Championed eye tracking market research combining pupil dilation, gaze tracking, and conscious response measurement to assess emotional relevance and engagement across visual media.
- · Coordinated prompted diary and forum research initiatives, supporting senior researchers in capturing longitudinal consumer insights.
- · Liaised with external suppliers and coordinated multi-stakeholder research initiatives.

## **EDUCATION**

Masters of Management in Community Management **♀** Sydney University of Technology

Postgraduate Diploma Psychology Perth Murdoch University

Bachelor of Arts - Psychology Macquarie University

**♀** Sydney

Sydney