

CYNTHIA LAM

An experienced data and insights professional with a track record in both agency and client-side roles, I have consistently delivered data-driven insights that drive strategy and improve customer experience. Throughout my career, I have developed and managed high-performing teams of analysts while maintaining strong client relationships. My hands-on analytical abilities allow me to conduct complex analyses of real-world data and translate them into clear and actionable insights that are communicated effectively through compelling visuals to clients at all levels.



EXPERIENCE

2024
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2023

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



📍 Sydney

- Established customer insights, leading customer research, data analysis and insights efforts to enhance the work of NSW Fair Trading, Building Commissioner and Rental Commissioner.
- Develop and lead a team to execute qualitative and quantitative research and analytics programs.
- Create the business case, implementation pathway and plan for a comprehensive Voice of Customer (VoC) program.
- Establishment and implementation of the Voice of Customer (VoC) program and its' regular topline vs deep-dive reporting.

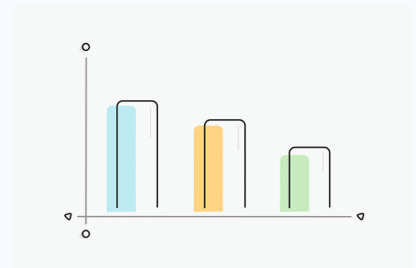
2023
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2021

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

📍 Sydney

PROSPECTION

- Led and developed a team of analysts, providing mentorship and managing work priorities to drive optimal resource allocation.
- Shaped and implemented the ANZ business vision and objectives, scaling analytics operations across functions and regions.
- Provided internal thought leadership to shape best practices for analytics in Australia & New Zealand.
- Collaborated cross-functionally to define products, create value propositions to clients, and establish pricing structures, contributing to product development and pricing strategies.
- Successfully managed budgets, resources, and timelines to deliver analytics projects on time, within scope, and within budget.
- Coordinated processes between departments to ensure client satisfaction and efficient project delivery, streamlining internal processes.
- Implemented systems and facilitated communication between teams, ensuring effective collaboration and information flow.



Further information online <https://cynlam.github.io/bio/>

CONTACT

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in [linkedin.com/in/cynthialam](https://www.linkedin.com/in/cynthialam)

SCRIPTING

VBA

SQL

R

Python

TOOLS

Market Research: Q research software & Qualtrics

Visualization: PowerBI

Statistical: SPSS, Latent Gold and R-sw platform (Demia)

Microsoft Office Suite advanced usage including macros, Power Query, data models and DAX

2021
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2018

● **Research Manager (Primary Research Snr Analyst) 2018-Mar to 2021-Mar**
Higher Duties 2020-Feb to 2020-Nov



📍 Sydney

- 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 insights and recommendations.
- Conducted complex data analysis and modeling using SQL and R, providing actionable insights for the business.
- Presented insights to diverse stakeholders, driving actionable outcomes such as refining the multi-faceted student enrolment experience.
- Influenced data strategy during the implementation of a new data system, identifying key data and business needs.
- Collaborated with cross-functional teams to identify areas for improvement and implement evidence-based solutions.
- Worked under Sales and Marketing to create customer journeys, segments, and execute targeted campaigns.
- Established business tracking metrics and student feedback pathways, enhancing the student experience.

2017
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2016

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



📍 Sydney / Singapore

- Led projects, liaising with and maintaining client relationships, and delivering projects end-to-end.
- Key contact point for external and internal clients. Responsible for client-facing proposal meetings to research design and execution and final presentation of reports / workshop coordination.
- Maintain and nurture client relationships, developing new business.
- Conducting research for market insights (including custom, patient journey, brand health, pre-launch and optimisation), clinical insights (pipeline prioritisation, competitive comparisons, asset evaluations), risk management & safety surveillance (adverse event reporting, patient registries and observational studies), forecasting (demand uptake, patient flow, patient preferences), commercial & corporate effectiveness (sales force effectiveness, physician experience, corporate brand management and tracking).
- Identify new opportunities to increase efficiency and quality of research processes and outputs.

2016
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2013

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

📍 Sydney



- All aspects of project coordination and execution, supporting key client partners in a variety of industries including finance & banking (in particular home loans, wealth management, life insurance), FMCG (baby products, confectionary etc) and Health Care.
- Conducting research in market understanding and measurement (brand equity, connection and potential growth), innovation and forecasting (pre-concept, concept and product testing, forecast sales and uptake), PR research, shopper and sensory.
- Championed Brand Health / Equity research and certified as Ipsos Bayesian Network (IBN) analytics team for Australia and New Zealand.
- Managed day-to-day relationships with external suppliers – research panel suppliers, venue suppliers, individual packing suppliers & PR agencies.

2013
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2011

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

📍 Sydney



INSIDESTORY

- Liaised with external suppliers, PA for CEO, as well as project and respondent management.
- Assisted in conducting research projects for a large range of public sector clients.



EDUCATION

- **Masters of Management in Community Management**
University of Technology

📍 Sydney

- **Postgraduate Diploma Psychology**
Murdoch University

📍 Perth

- **Bachelor of Arts - Psychology**
Macquarie University

📍 Sydney

Made with the R package [pagedown](#).
The source code is adapted from github.com/nstrayer/cv.
GIF image from [butterm](#).

Last updated on 2025-03.