# CYNTHIA LAM

Strategic data and insights professional with 10+ years of experience driving evidence-based decision-making across public and private sectors. Proven expertise in designing research programs, translating complex data into actionable insights, and influencing policy and stakeholder strategies. Adept at building high-performing teams and fostering trust in data-driven approaches, with a track record of delivering impactful insights to senior executives, government bodies, and cross-functional stakeholders.

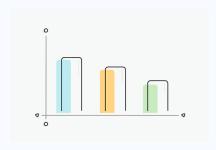


Manager - Insights & Analytics (2023-Oct to 2024-Nov)





- Built and led a high-performing team, executing customer research, data analysis, and insights generation.
- Designed and implemented the Voice of Customer (VoC) program that unified cross-divisional tams under a shared data strategy, fostering trust in evidence-based decision-making across NSW Fair Trading.
- Led qualitative and quantitative research and analytics programs to enhance decision-making across NSW Fair Trading, the Building Commissioner, and the Rental Commissioner.
- Established trust in evidence-based insights within NSW Fair Trading, which previously lacked confidence in data-driven decision-making.
- Publicised insights through dashboards and narrative-driven reports to senior leaders, translating data into actionable recommendations for regulatory efficiency and public satisfaction.
- Created a roadmap for regular reporting, ensuring insights were actionable and integrated into business operations.



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

#### CONTACT

Sydney

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### **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

2024

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

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# **PRO**SPECTION

- · Led and developed a team of analysts, providing mentorship and managing work priorities to drive optimal resource allocation.
- Shaped and implemented the Australia & New Zealand (ANZ) business vision and objectives, scaling analytics operations, delivering client-facing dashboards to pharmaceutical and healthcare clients that informed market entry strategies and regulatory compliance.
- Provided internal thought leadership to shape best practices for analytics across ANZ.
- · Collaborated cross-functionally to define products, create value propositions, and establish pricing structures.
- · Managed budgets, resources, and timelines to deliver analytics projects efficiently.

2021 | 2018 Research Manager (Primary Research Snr Analyst) 2018-Mar to 2021-Mar

Higher Duties 2020-Feb to 2020-Nov



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- · 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.
- $\cdot$  Conducted complex data analysis using SQL and R, providing strategic recommendations.
- Delivered research reports to senior leadership on student engagement, influencing budget allocations and program redesigns."
- Collaborated with IT and policy teams to integrate analytics into a centralized data system, enabling real-time reporting for senior leaders to allocate resources toward high-impact educational programs.

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

## KANTAR HEALTH

Sydney / Singapore

- Managed end-to-end research projects, from client proposal meetings to final report presentation.
- · Conducted market insights research, including brand health, forecasting, and sales effectiveness.
- $\cdot$  Maintained and nurtured client relationships, contributing to business development.

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



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### psos lpsos

- Managed key client accounts across finance, FMCG, and healthcare industries.
- $\boldsymbol{\cdot}$  Conducted research in brand equity, innovation, and forecasting.
- Certified in Ipsos Bayesian Network (IBN) analytics for Australia and New Zealand.
- Delivered insights for financial services clients on market trends and consumer behavior, informing brand positioning and regulatory compliance strategies.

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



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### INSIDE**STORY**

• Managed projects, liaised with external suppliers, and assisted in research for both private and public (i.e., regulatory/policy environments) 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