CYNTHIA LAM

An experienced data and insights professional with agency and client-side experience, I have consistently delivered data-driven insights that drive strategy and improve customer experience. My leadership skills have enabled me to develop and manage high-performing teams of analysts, while maintaining strong client relationships. I possess strong analytical abilities, allowing 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

Current | 2021

ANZ Analytics Lead (2022-Dec to present)
Senior Analytics Consultant (2021-Mar to 2022-Dec)

📍 Sydney

PROSPECTION

- Lead and develop team of analysts, mentoring, managing day-to-day decisions, work priorities, and resources.
- Lead, shape and implement the ANZ business vision and objectives whilst supporting the scaling of analytics operations across functions and global regions.
- Innovate and develop data analytics capabilities for solving problems in the healthcare space. Creating offerings that scale and advancing analytic capabilities.
- Ensure technical design is robust and scalable solutions consistent with industry practices; optimising and taking advantage of existing assets whilst maintaining balance between architecture requirements and specific client needs.
- Provide internal thought leadership to shape best practices for Analytics in Australia & New Zealand.
- Manage optimization of data management, ingestion, updates, ETL, data mapping, data dictionaries on visual platforms.
- Successful management of budgets, resources, and timelines to deliver analytics on time, in scope and within budget.
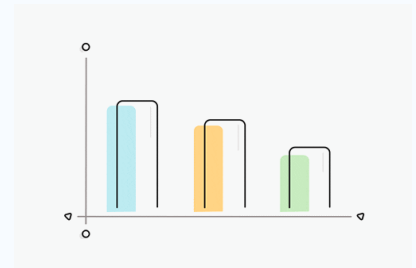
CONTACT

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in 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

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 to execute research projects and produce high-quality reports within strict deadlines.
- Designed and implemented quantitative and qualitative research programs such as B2B & B2C brand trackers, student entry experience and Voice of Customer.
- Conducted complex data analysis and modelling using SQL and R to provide insights and recommendations to the business.
- Developed custom VBA macros to automate data processing, analysis and creation of tools that resulted in significant time savings for the team.
- Designed and created interactive dashboards using PowerBI, including PowerQuery and DAX, to visualise complex data and make it easily accessible for the business.
- Coordinated & presented insights to a variety of stakeholders, including executives, clients, and other business units, to drive action.
- Influenced data strategy with the implementation of new data system at TAFE NSW by identifying key data and business needs for future and historic reporting, aligning for insight generation and reporting purposes.
- Collaborated with cross-functional teams, including marketing, sales and curriculum development, to identify areas for improvement and implement evidence-based solutions.

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)

 Ipsos

 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)**

 INSIDE**STORY**

 Sydney

- 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