

# CYNTHIA LAM

Experienced quant/qual market researcher and data analyst, with well-honed consulting skills and demonstrated history of working in both agency and client side environments.



## EXPERIENCE

Current  
|  
2021

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

📍 Sydney

### PROSPECTION

- Lead and develop team of analysts. Manage day-to-day decisions, work priorities and resources.
- Lead, oversee, conduct analyses, and interpret unstructured and complex real world data including medication prescriptions, dispensing, procedural benefits across ANZ to inform commercial strategy and healthcare best practice.
- Deliver insights through presentations and/or workshops with clients of all levels.
- Define and own product innovations, including planning business case, scope, value, prototyping and trialing.
- Develop solutions to assure representative, real world insights are delivered from data including identifying issues and caveats relating to data and analysis methods.
- Optimise data management and updates, ETL, develop data dictionaries and mapping for quality dashboards to clients.

2021  
|  
2018

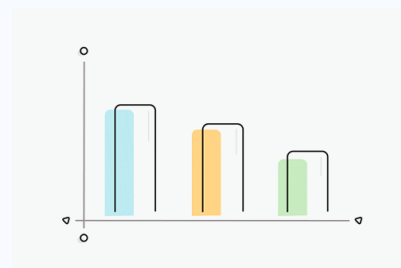
● **Research Manager 2018-Mar to 2021-Mar**  
**Higher Duties 2020-Feb to 2020-Nov**

📍 Sydney



**TAFE** NSW

- Higher duties position included managing a small team of analysts.
- Develop research plan aligning research to business goals, ensuring cost effectiveness and efficiency. Also balancing what can be produced in-house versus externally.
- Leading research programs such as B2B & B2C brand trackers, student entry experience and the Voice of Customer program.
- Design, manage and deliver weekly, monthly, quarterly and yearly reporting tools and dashboards merging, manipulating, quality/reliability checking and specifying ETL of multiple data sources to assist in tracking the end to end customer journey into TAFE.
- Coordinate with various stakeholders (ICT, strategy and finance) to identify opportunities to increase efficiency and quality from existing data.
- Influencing data strategy with the current (and ongoing) implementation of new data system at TAFE NSW through identifying key data and business needs (for future and historic reporting), and alignment for insight generation and reporting purposes.



View this CV online <https://cynlam.github.io/cv/>

[Download a PDF of this CV](#)

## CONTACT

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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

2017  
|  
2016

● Consultant (2016-Jun to 2017-Nov)

**KANTAR HEALTH**

📍 Sydney / Singapore

- Lead consultant in Sydney, responsible for leading projects liaising with and maintaining client relationships and delivering projects end to end.
- Designed and managed end-to-end local and regional consulting and market research projects. Total projects worked on exceed AUD\$1m+ annually.
- Key contact point for external and internal clients. Responsible for client-facing proposal meetings to final presentation of reports / workshop coordination.
- Research and creation of all materials from quant questionnaires and qual discussion guides, interviewing, data tabulation, analysis, charting and writing of reports.
- 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  
|  
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 (custom, brand equity, connection and potential growth), innovation and forecasting (pre-concept, concept and product testing, forecast sales and uptake), PR research (custom research on trends and creative ideas dependent on client), shopper and sensory.
- Quality Assurance (QA) representative.
- Champion of Brand Health / Equity research.
- Certified as Ipsos Bayesian Network (IBN) analytics team for Australia and New Zealand.
- Liaise and manage day to day relationship with external suppliers – research panel suppliers, venue suppliers, individual packing suppliers & PR agencies.

2013  
|  
2011

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



INSIDESTORY

- Liaising with external suppliers, PA for CEO as well as project and respondent management.

📍 Sydney



## EDUCATION

- Masters of Management in Community Management

University of Technology

📍 Sydney

- Postgraduate Diploma Psychology

Murdoch University

📍 Perth

- Bachelor of Arts - Psychology

Macquarie University

📍 Sydney