

# 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

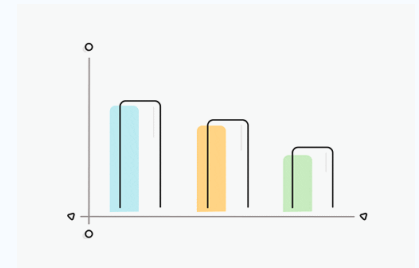
Current  
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2021

- **Analytics Lead, Australia & New Zealand (2022-Dec to present)**  
**Senior Analytics Consultant (2021-Mar to 2022-Dec)**

📍 Sydney

### PROSPECTION

- Lead and develop a multi skilled team of analysts, providing mentorship, managing work priorities, and ensuring optimal resource allocation.
- Shape and implement the ANZ business vision and objectives, driving the scaling of analytics operations across functions and global regions.
- Innovate and develop data analytics capabilities for problem-solving in the healthcare sector, creating scalable offerings and advancing analytic capabilities.
- Provide internal thought leadership to shape best practices for analytics in Australia & New Zealand.
- Manage data management optimization, including data ingestion, updates, ETL processes, and data mapping on visual platforms.
- Successfully manage budgets, resources, and timelines to deliver analytics projects on time, within scope, and within budget.
- Define products and establish pricing structures for the company's offerings, contributing to product development and pricing strategies.
- Assess project requirements, determine effort, and engage with clients for effective project scoping and client engagement.
- Prioritize products for innovation and develop value propositions to drive the company's innovation and market competitiveness.
- Coordinate processes between departments to ensure client satisfaction and efficient project delivery, organizing and streamlining internal processes.
- Implement systems and facilitate communication between teams, ensuring effective collaboration and information flow.
- Collaborate with the finance department for reporting and revenue management, contributing to financial coordination and performance analysis.



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

📄 Download a PDF of this CV

## 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, successfully executing research projects and delivering high-quality reports within strict deadlines.
- Designed and implemented quantitative and qualitative research programs, including B2B & B2C brand trackers, student entry experience, and Voice of Customer initiatives.
- Conducted complex data analysis and modeling using SQL and R, generating actionable insights and recommendations for the business.
- Developed custom VBA macros to automate data processing, analysis, and tool creation, resulting in significant time savings for the team.
- Designed and created interactive PowerBI dashboards with PowerQuery and DAX, simplifying complex data visualization for easy access by stakeholders.
- Presented insights to diverse stakeholders, including executives, clients, and other business units, effectively driving actionable outcomes.
- Influenced data strategy by identifying key data and business needs for future and historic reporting, aligning for insightful decision-making and reporting purposes during the implementation of a new data system at TAFE NSW.
- Collaborated with cross-functional teams in Sales, Marketing, and Curriculum Development to identify areas for improvement and implement evidence-based solutions.
- Worked collaboratively under Sales and Marketing to create customer journeys, segments, and execute targeted marketing campaigns.
- Standardized customer segments across the organization and communicated through regional business meetings, ensuring consistency and alignment in customer targeting efforts.
- Established business tracking metrics and student feedback pathways, providing valuable data for performance evaluation and enhancing the student experience.
- Utilized data-driven and fact-based insights to make recommendations for improving the student enrollment journey, streamlining processes, and enhancing student satisfaction.
- Analyzed customer lifecycle and interests to understand the lifetime value of customers, enabling targeted marketing and retention strategies based on customer behavior and preferences.

2017  
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2016

● Consultant (2016-Jun to 2017-Nov)

📍 Sydney / Singapore

**KANTAR HEALTH+**

- 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



**Ipsos**

- 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