

	Statistics, curious of data, communication, data visualization, programming, machine learning & AI	
W o r k i n g E x p e r i e n c e	Over 10 years in research client role (traditional research and analytics) in Public Sector	
	Successfully identified actionable insights from Segmentation Studies, Campaign Evaluation, and Exploratory Qualitative studies.	
	Developed strong expertise in marketing campaign evaluation, media measurement and behaviour change studies. Great exposure to non-traditional research such as social media listening, eye-tracker study and online focus group and data analytics. Implemented data visualisation solutions for various projects.	
	<u>Ministry of Manpower (MOM)</u> <i>Principal / Senior Manager, Research & Evaluation, Financial Planning Programme Office, Income Security Policy Division</i>	Apr 18 – current (4 yrs +)
	<u>Ministry of Communications and Information (MCI)</u> <i>Senior Manager, Communications Research (Research and Data) Media & Measurement</i>	Apr 17 – Apr 18 (1 yr)
	<u>Health Promotion Board (HPB)</u> <i>Senior Manager (Marketing Analytics), Insights, Innovation & Planning Division</i> - <i>Managed a Senior Executive within the team</i>	Apr 16 – Apr 17 (1 yr)
	<i>Manager / Senior Manager (Consumer Insights), Corporate Marketing Division</i> - <i>Managed a Senior Executive within the team</i> Marketing's Magazine - Marketing Excellence Awards 2012 - (GOLD) Excellence in Consumer Insights / Market Research	Jul 11 – Mar 16 (4 yrs 9 mths)
	4 formative years in marketing research in Private Sector	
	Managed multi-country and local studies to satisfaction for a number of clients from Banking, Logistics, Retail and other Public Organisations, with studies ranging from Branding, Usage and Attitude, Customer Satisfaction and Social Policy.	
	<u>Taylor Nelson Sofres (TNS) Singapore Pte Ltd (Currently: Kantar)</u> <i>Senior Research Executive (Quantitative, Business and Finance Services)</i>	Jan 10 – Jun 11 (1 yr 6 mths)
	<u>Media Research Consultants Pte Ltd (Under MediaCorp Group)</u> <i>Assistant Manager (Quantitative and Qualitative, Business Development)</i>	Jul 07 – Dec 09 (2 yrs 6 mths)
	Over 3 years of teaching experience and found interest in marketing research and developed skills required for coaching and training	
E d u c a t i o n	<u>Republic Polytechnic (Centre for Innovation and Enterprise)</u> <i>Academic Staff</i>	Apr 04 – Jul 07 (3 yrs 3 mths)
	University of London <i>Graduate Diploma in Business Analytics</i>	Oct 18 – May 19 (8 mths)
	National University of Singapore (NUS) Business School <i>Bachelor of Business Administration (Hons) 2nd Upper Division</i> Dean List: AY 2003/2004 Semester I and II	Jul 00 – Jun 04 (4 yrs)

S k i l s	Statistical Software (SPSS), Tableau, Power BI Programming: Python Qualitative Research (In-depth Interview, Focus Group Moderation)	
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