## **Heng Jian Shun**

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**EDUCATION** 

2022 - 2023 London Business School (LBS), London

Masters in Analytics and Management

2017 - 2021 National University of Singapore (NUS), Singapore

Bachelor of Social Sciences with Honours (Economics) | Specialisation in Applied & Policy Economics

First Class Honours GPA: 4.85 / 5.0

Dean's Scholars List (Top 1% of faculty), Faculty of Arts and Social Sciences (2019/2020)

Dean's List (Top 5% of faculty), Faculty of Arts and Social Sciences (2018/2019)

Student Exchange Programme to Stockholm School of Economics

## **BUSINESS EXPERIENCE**

# 2021 - 2022 NATIONAL UNIVERSITY OF SINGAPORE, Singapore

#### **DEPARTMENT OF MARKETING**

#### Research Assistant

- Served as the main econometric analyst for an interdisciplinary (Economics, Sociology and Business) team of professors working on a 4-year long project studying the rise of the Chinese Communist Party
- Partnered a small foreign bank and suggested methods to increase its efficiency of debt collection through natural language processing (NLP) analysis and data visualisation
- Conducted field research, spanning 156 interviews with taxi drivers, for a Behavioural Economics paper supporting the reference-dependent preferences theory; managerial implications were devised
- Copy-edited 5 academic papers; these were eventually published in leading academic journals such as Proceedings of the National Academy of Sciences, Marketing Science, and Management Science

# 2020 - 2020 REVENUE MANAGEMENT SOLUTIONS, Singapore

## **RESTAURANT CONSULTANCY**

Intern (Transaction segmentation analyst)

- Internship offer accepted rescinded by firm due to COVID-19
- Studied Latent-Dirichlet Allocation modelling and Python programming to prepare for the internship; this was also the starting point for my interest in analytics

# 2019 - 2019 MONETARY AUTHORITY OF SINGAPORE (INSURANCE DEPARTMENT), Singapore CENTRAL BANK OF SINGAPORE

#### Intern

- Proposed the inception of a novel special purpose reinsurance vehicle within the country after executing jurisdictional scans across selected countries. The vehicle was launched by the central bank after 1 year
- Leveraged data from 107 insurers to analyse driving forces behind industry trends and assess the financial health of each insurer; findings were presented to senior management
- Extracted overarching themes found in qualitative responses from 19 life insurance companies; results obtained allowed the central bank to understand challenges faced by insurers and redesign approaches

## **ADDITIONAL INFORMATION**

Military Selected as 1 of 13 Air Traffic Controller Officers for fighter aircrafts and underwent rigorous training

(however, went out-of-course due to an ACL tear in the left knee)

Operations Controller within an Airforce squadron's operations control room, Second-in-Command

Received the Outstanding Serviceman of the Month Award

Prepared and conducted daily briefings to a squadron of 100 soldiers including senior officers

Leadership Captain of Junior College Tchoukball (similar to Handball) team; led team to win league 2 years in a row

Held coach and team manager roles in 8 different tchoukball teams over 7 years; these teams achieved

various podium finishes in various annual leagues

Languages Technical Skills

Software

Fluent in English and Mandarin

Econometrics, Statistics, Machine Learning, Data Visualisation, Data Analysis

Spent 2 years in an external university program studying simulations modeling skills such as System Dynamics and Agent Based modelling; software such as Vensim and Java-based AnyLogic were used.

STATA, R, Python, SQL, Tableau, Microsoft Office, Vensim, Anylogic, Adobe Lightroom, Adobe Photoshop

Interests Table tennis, Volleyball, Photography, Piano