



LAM KA PUI KENNETH

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Dynamic analytics leader with proven success in driving business growth and enhancing customer experience at Dyson, PCCW and Mattel. Expert in consumer insights, business intelligence, cloud data management and digital project executions, I excel in leveraging data and insights for strategic decision-making, 2x CRM base in a year and achieving 20%+ incremental repurchase rate through innovative CRM strategies. I am skilled in fostering team collaboration and stakeholder engagement. I am also a professional scrum master.

Experience

Senior Manager, Insights, Analytics and Owner Experience (CRM)



Dyson HKTW

Jan 2022 – Nov 2024

I was leading insight, analytics, and CRM functions for HK & TW business. I managed a team of three (a CRM manager, a project manager, and a data analyst), determined to deliver business results with the following areas of focus:

CRM Strategy and Business Intelligence

- 5X CRM base and 20% incremental repurchases with automated CRM dashboard to inform CRM strategy and continuous campaign optimizations.
- Achieved yearly CRM revenue target by formulating full funnel strategy, redefining revenue-driving KPIs and optimizing advertising spend split by using convolutional neural networks technology.
- Achieved record high average campaign conversion by conducting customer segmentation with K-Means clustering and omnichannel campaign execution.
- Owned the entire CRM P&L and revamped the full customer journey via implementation of Omnichat, introducing Whatsapp to bring together e-Commerce, CRM and Customer Services.
- Revamped data architecture to ensure that customer data in multiple platforms are fully captured and re-usable throughout the data pipeline.
- Oversaw end-to-end CRM operations from strategy to campaign planning & execution, content & copies review, database management, performance reporting and management presentations.

Web Analytics and E-commerce

- Driven 10% incremental business contribution from e-commerce by building and utilizing interactive ecommerce & digital experience dashboards on Looker Studio.
- Advised on digital media strategy by conducting in-depth web analysis using Google Analytics and Magento/ Adobe.
- Informed price-matching campaign with thorough pricing analysis using Price Spider, social listening, price sensitivity research and retail audit.

Consumer Insights and Market Research

- Recommended market research projects and formulated yearly plan based on key marketing objectives to deliver for each category.
- Advised on Go-To-Market strategy by conducting and managing various qualitative and quantitative research projects, ranging from new product trials, brand tracking, customer testimonials, U&A, NPS and customer experience study etc.
- Informed new product innovations and recommended product ranging through market insights and competitor intelligence using retail audit data and data mining.
- Uncovered missed business opportunity and new revenue stream in tools & accessories by combing sales order data mining and consumer feedback insights.
- Managed retail audit business partner relationship and P&L.

Business Analytics Lead



Viu (PCCW OTT)

Jun 2021 – Jan 2022

Sitting in the regional growth team, I led business analytics for the Greater Southeast Asia region with a primary focus on driving analytics initiatives across markets to achieve business growth.

I had:

- Maximized business potential through striking the optimal balance of advertising revenue and better customer lifetime value via retention by conducting a detailed A/B test.
- Achieved user retention target by utilizing churn propensity model for Google/Meta retargeting and Clevertap app push campaigns.
- Driven timely app recommendation engine revamp by acting as Scrum Master and facilitated Scrum team project delivery.
- Recommended contention acquisition strategy by analyzing user behavioral data across countries and customer segments.

- Informed marketing resources prioritization by building and maintaining organic traffic tracker dashboard on Tableau, helping marketing teams identify the best performing channels.
- Standardized utm naming conventions with product, marketing and data teams to ensure data trackability for continuous campaign optimizations.
- Set up Analytics Guild which brought regional and local analytics elite together for better data literacy and business relevance of analytics across the organization.
- Hosted Google Data Studio training to improve data literacy and promote self-serve analytics culture across the organization.

APAC Data and Insights Lead

Mattel



Mar 2018 – May 2021

Sitting in the Regional Digital Marketing team, I was the lead of data and insights for the APAC region. My key achievements were:

Data-Driven Recommendations and Consumer Insights

- Achieved 30% incremental ecommerce sales by delivering e-commerce audit across key markets and recommending key actions to improve in-and-out platform SEO and optimize customer experience.
- Informed multiple brands' Go-To-Market strategy by utilizing consumer insights from social listening, POS data mining and market landscape analysis.
- 2X content retention by using insights from content dubbing A/B test in Youtube, conducted in multiple markets.
- Delivered action-oriented, insightful digital platform recommendation strategy by generating insights from digital x POS dashboard that brought digital KPIs and sales together.

Data Excellence and Business Intelligence

- Revamped financial reporting and automated weekly updates to senior management by creating Tableau dashboards that brought media KPIs, sales and revenue, and advertising spends together.
- Acquired data across web, social media and ecommerce sites and other digital media platforms via liaison with multiple stakeholders.
- Implemented data repository and ETL process automation through MS Access, Tableau Prep and Google Cloud Platform for digital and sales data reporting.
- Maximized marketing ROI and optimized media allocations by performing Media Mix Modeling.
- Streamlined POS data collection process to enhance data coverage and quality.

Market Planning Manager



PCCW HKT

Sep 2014 – Feb 2018

Served as 2 major roles: Business Planning, which accounted for 70% of my work, and Product Marketing which accounted for the remaining 30%. I led a team with 2 subordinates, each responsible for one of the two areas of expertise mentioned.

As Business Planning manager, I:

- Formulated annual revenue target by forecasting yearly business performance using Excel.
- Distilled revenue target into marketing KPIs and defined mechanism for ROI measurement.
- Identified key business issues and opportunities to drive new business initiatives like ImagineNatives.
- Strived for best marketing program performance by cascading business insights from sales orders momentum, customer profile data, market research and survey findings.
- Identified service gap by doing customer portfolio analysis from Cognos OLAP and customized reports from data service team and IT.
- Driven customer retention by designing offers and setting prices for broadband service through market landscape and competitor analysis.
- Informed new business stream by deep-diving into customer satisfaction and initiated new program (mesh-Wifi) to improve service quality.
- Optimized engineering resources by conducting service demand projection with regression on weekly usage momentum.

As Product Marketing Manager, I:

- Launched upgraded cloud storage service – uHub plus by formulating yearly marketing plan and setting pricing strategy.
- Enhanced user experience and customer engagement by revamping the official Facebook page and utilizing usage insights from Google Analytics.
- Improved effectiveness of eDM referrals and conversion through data mining from various data sources like Radica email system, CRM reports and Google Analytics.

Assistant Market Planning Manager



PCCW HKT

Apr 2013 – Sep 2014

- Same business planning role as Manager. Promoted in Sep 2014.

Senior Research Executive



TNS Hong Kong Ltd

Aug 2011 – Apr 2013

- Managed Market Research Projects, analyzed and made recommendations for clients as Market Researcher.
- Identified clients' business needs and proposed relevant research programs, design and execution.
- Conducted data analysis and did report writing.
- Experienced in managing brand tracking, product market landscape, customer experience, NPS, mystery shopping and business confidence studies which required multi-country coordination.
- Focused on working with businesses from finance, IT and telecommunication industry.
- Worked in multicultural environment and coordinated projects with overseas stakeholders.

Research Executive



TNS Hong Kong Ltd

Mar 2010 – Aug 2011

- Same as Senior Research Executive role. Promoted in Aug 2011.

Sales Executive



JCDecaux Pearl & Dean Ltd.

Jun 2009 – Dec 2009

- Liaise with new and existing clients for advertising opportunities
- Identify customers' needs and match their needs with appropriate outdoor advertising products and services

Information Services Trainee



Amway (HK) Ltd.

Jun 2008 – Jul 2008

- Conducted user acceptance test for POS system

Education

Master of Arts in Quantitative Analysis for Business

City University of Hong Kong

Sep 2012 – Jun 2014

Bachelor of Business Administrations (Finance and Management Information System)

The Chinese University of Hong Kong

Sep 2006 – Jun 2009

Technical Skills

Excel	SQL	Tableau	Python	GCP BigQuery
AWS Redshift	Google Analytics	Databricks	LookerStudio	Looker
MS Office 365	P&L Management	Adobe Analytics	Adobe Commerce/ Magento	Alteryx
SAS	Salesforce Marketing Cloud	Scrum/Agile	Digital Product Management	CRM Strategy

Certifications, Awards and Trainings

- 2025 Professional Scrum Master I (PSM I) by Scrum.org
- 2025 Databricks LLMs application through production
- 2025 Alteryx Designer Core Certificate
- 2025 Google IT Automation with Python Specialization Certificate, by Coursera
- 2020 Data-Driven Decision Making in SQL, Datacamp
- 2019 Tableau Desktop Certified Associate
- 2018 The Complete Digital Marketing Course, Udemy
- 2018 Machine Learning A-Z: Hands-On Python & R in Data Science, Udemy
- 2018 Python Data Science Toolbox, Datacamp
- 2017 Executive Certificate in Big Data and Business Analytics, HKU Space
- 2017 Google Analytics Individual Qualification
- 2013 MAQAB Merit Awards (Cum. GPA 3.66)
- 2012 IELTS (Academic) with Score 7.5
- 2006 HKAL examination: Pure Maths (A) and Use of English (B)
- 2004/05 HKCE examination: English (A), Maths (A), A.Maths (B), Chinese (B)

Languages

Fluent in English, Mandarin. Native Cantonese.

Other Information

- **Latest Salary:** HKD 75K x 12-mth + 2-mth D.B.
- **Expected Salary:** Open to discuss.
- **Notice Period:** Immediately available.
- **References:** Available on request.
- **Identity:** HK Permanent Resident.