MR. CHEN GUANYU, RORY

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CAREER OBJECTIVE

Rory is an experienced data scientist with strong consultancy mindset and curiosity. With over 8 years fruitful experience in insurance and banking industry, Rory has led couple of local and regional projects which are highly recognized. Rory loves to coach young co-workers and always being grateful to learn from each other. He has planned and organized several events to promote data culture by department/company level. As an adherent of life-long learning principle, Rory is still thirsting to continue his study in various technology area and business domain. He is also a life adventurer and long-distance trekker.

EMPLOYMENT EXPERIENCE

AVP, Data Science
China CITIC Bank International

NOV 2022 – Current

- Leading data science solution development for whole retail banking of China CITIC International.
- Developed a next-best-action framework on Pega Platform and designed a completed test-and-learn approach to drive bank-wide business targets.
- Managing squad members to develop end-to-end Fintech solutions for marketing campaign and customer engagement through inbound and outbound omni-channels.
- Developed an AutoML package to enable the capability of model development under Business Intelligence Department and provided coaching to other colleagues.
- Managing cross-squad data projects to support various data initiatives and demand.
- Helped squad team and department to acquire both internal and external awards.
- Managing the project budget for IT development and hardware cost.
- Nurturing the junior teammates and maintained a motivated team atmosphere.

Assistant Data Science Manager
AXA Hong Kong and Macau

SEP 2019 – NOV 2022

- Worked in Data and Analytics CoE of AXA HK&MA.
- Liaised with C-level managements and directors on data related initiatives as business partner for P&C (General Insurance) business of AXA HK & MA from advanced analytics, data modeling, to machine learning/deep learning.
- Proposed data strategy and solutions to improve the business performance.
- Worked on Customer 360 Database Development and Cloud Migration to Azure.
- Driven and promoted data culture transformation across whole company, including insights and methodology sharing, data visualization training and competition, cloud solutions after the success of cloud migration to enable the self-service and analytics capability of BUs.

- Led multiple projects across different teams, including new database development for AXA prospect customers, ESG-driven pricing model revamp for Homesurance, Predictive Disease Model, etc.
- Worked with marketing and digital teams to design model-driven cross-sell strategies such as family network cross-selling, EB customers cross-selling, etc.
- Acquired and managed external data vendors to enrich data features for modeling and analytics, including EPRC, 58.com.
- Explored the potential partnership opportunities with Mainland companies for MCV (mainland customers) business from both data and business angles.

Data Science Analyst
Cigna, International Office
AUG 2018 – SEP 2019

- Worked in international office as data scientist to support Cigna US Marketing Department.
- Developed predictive models for US Medicare-related projects such as predictive emergency care model.
- Used Tableau to design BI dashboard for campaign, sales and marketing.
- Provided insights and business recommendations for US campaign team.

Senior Research Executive
Ipsos, Hong Kong
JUN 2017 – AUG 2018

- Managed insurance/bank/hotel benchmark projects up to APAC level.
- Coordinated 2 local co-works, 3 programmers, and 6 internal vendors crossing different countries in parallel as project manager.
- Designed and developed EFM (enterprise feedback management) platform with internal tech teams for client.
- Prepared research proposal, POC documents.
- Conducted sampling on survey customers and prepared customer list.
- Presented data insights to client.

Associate Data Analyst
Morningstar China, Shenzhen
APR 2017 – JUN 2017

- Audited and analyzed Monthly Return data with North-European funds.
- Liaised with European fund companies and inter-companies for data quality.
- Provided big data suggestions for efficiency improvement to the management of Morningstar Data Team.

Strategic Consultant Intern
CUSHMAN & WAKEFIELD (former DTZ), Shenzhen
AUG 2016 – DEC 2016

- Participated into two consulting projects in Mainland China.
- Compiled case study on domestic and overseas corporates regarding their strategies on M&A, IPO, Main Business Structure, Reform of SOE, Organization Structure, etc.
- Prepared PowerPoint for client meetings.
- Other duties as assigned.

ACADEMIC ATTAINMENT

Master of Arts in Quantitative Analysis for Business (Full-time)

THE CITY UNIVERSITY OF HONG KONG

AUG 2016 – JUL 2017

Master of Arts in Public Policy and Management (Full-time)

THE CITY UNIVERSITY OF HONG KONG

AUG 2014 - AUG 2015

Bachelor of Social Sciences (Honours) in Global and Environmental Studies

THE EDUCATION UNIVERSITY OF HONG KONG

AUG 2011 - AUG 2014

CERTIFICATIONS AND REWARDS

The Asian Banker Hong Kong Excellence in Retail Finance and Technology Innovation Awards 2024

Best Big Data and Analytics Infrastructure Implementation

CAHK Star Award 2023 – Best Fintech SILVER Award

Digital Engagement Platform

2022 Best CNCBI

Best Fintech Solution

HKB Technology Excellence Awards 2022 – Big Data – Insurance

Green-related Data Driving the Go Green Homesurance Decision

ONE AXA Award – 2021 - second place finalist

Go-Green Homesurance Campaign

Innovative Technology of the year 2021 – Insurance, Customer Relationship Excellence

Mailbot and Next Best Offer

Certified Professional Member of HKIB

2022-Current

Hong Kong Institute of Bankers

生成式人工智能應用工程師（高級）

Jan 2025

Ministry of Industry and Information Technology Institute, CN

SKILLS

Language

Native in Putonghua (Mandarin); working fluency in written and spoken in Cantonese, English.

Working Skills

Proficiency in Microsoft Software; skillful in Python, PySpark, Azure Cloud, Tableau, SAS, SQL, Databricks, Synapse, Cloudera, Pega, Kafka, etc.