



# Robert van Meurs

Business Intelligence & Data Analysis Specialist

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Strategic business advisor and business intelligence leader with 20+ years of international experience in data-driven transformation, analytics strategy, and BI systems implementation. Trusted by SMEs and executives to bring structure, insight, and long-term clarity to scaling businesses. Expert at aligning data with decision-making, designing KPIs, optimizing processes, and translating business vision into technical execution. Strategic clarity powered by informed data insights.

Versatile across both corporate and consulting environments, with a strong record of building data models and solutions that scale across teams, industries and international markets.

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## Core Competencies

- **Strategic Analytics & Insight Translation** – Turn complex datasets into clear business narratives and priorities
- **Business Intelligence Strategy** – Architect insight-driven systems that align data with business goals
- **Data-Driven Decision Support** – Enable faster, smarter choices through actionable analytics
- **KPI Design & Performance Dashboards** – Build focused metrics that drive visibility, accountability, and results
- **Digital Transformation Planning** – Lead process modernization through scalable data infrastructure
- **Executive Communication & Change Management** – Bridge technical insight with strategic storytelling to guide organizational adoption
- **Strategic Analytical Thinking** - Ability to think critically about data to identify trends and patterns, and provide solutions that resolve real-world problems
- **Fast Learning** - Quick to master new business intelligence tools and analytical techniques
- **International Agility** - Comfortable navigating multicultural and remote teams

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## Professional Experience

### Principal Consultant – BI & Strategy Transformation | Independent Consulting (Asia)

15+ years advising SMEs across Asia on BI systems, analytics adoption, and operational strategy. Delivered full-spectrum consulting across strategy, transformation, execution, and technology

- Led BI and analytics transformations, helping clients align their data operations with strategic goals
- Designed scalable KPI frameworks for revenue growth, customer retention, and performance optimization
- Conducted systems audits and roadmap planning for cloud migration, self-service BI, and centralized dashboards
- Collaborated with executives to turn raw data into decision-ready intelligence

## Corporate Leadership Roles

### *Mandarin Oriental & Shangri-La Hotel Groups*

- Held mid-to-senior positions in business development and operations (VP Shangri-La International)
- Initiated data-centric performance reviews, revenue optimization, and decision dashboards
- Managed cross-departmental collaboration and executive reporting

## Cross-Cultural Experience

- Lived and worked in **the Netherlands, Philippines, Indonesia, Singapore, Hong Kong, China, Thailand, and Malaysia**, developing deep market insights and operational adaptability
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## Industry Experience

- **Finance & Investment:** Fund management, investment analysis, financial reporting
  - **Travel & Hospitality:** Revenue management, booking channels analytics
  - **Customer Experience:** Contact centers, feedback loops, CX KPIs
  - **Retail & E-Commerce:** Omnichannel sales funnels, marketplace analytics, churn
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## Tools & Technical Proficiency

- **Business Intelligence:** Power BI, Tableau
  - **Data Modeling:** SQL (advanced), Excel (advanced), Power Query, Data Cleaning and Normalization
  - **Cloud & Data Infrastructure:** PostgreSQL, Google Sheets, AWS S3 (conceptual)
  - **Project Management:** Trello, Asana, Notion, Jira
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## Languages

- **English:** Full Professional (C2)
  - **Dutch:** Native
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## Education

- **Business Administration:** University of Amsterdam
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## Nationality & Residence

- **Nationality:** Dutch
  - **Residence:** Bulgaria (GMT+2, Eastern European Time)
  - **Work permit:** Full EU work rights
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## Role Preferences

- **Work Mode:** Fully Remote | Work-from-Home
  - **Target Roles:** Business Intelligence Strategist, Senior BI Analyst, or Business Analyst with a strong BI orientation
  - **Looking to contribute:**
    - Actionable, data-driven insights to support strategic decision-making
    - Scalable BI and KPI frameworks that align data with business goals
    - Operational performance analysis to uncover efficiencies and growth levers
    - Strategic clarity powered by informed data and cross-industry expertise
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