

(Name)

(location) | (mobile number) | (email) | (LinkedIn)

PROFESSIONAL SUMMARY

Analytics & Business Intelligence leader with 15 years of experience delivering significant ROI and operational efficiency through driving innovative analytical solutions from concept to deployment. Effective at implementing data projects both individually and as project lead, with ability to influence senior stakeholders to adopt data-driven strategies.

TECHNICAL SKILLS

Programming Languages:	SQL, Python (NLTK, Pandas)
Data Platforms & Infrastructure:	Snowflake, Teradata, AWS, SAP S/4Hana & BW
BI & Data Visualisation:	Tableau, PowerBI, Alteryx, SAP Analytics Cloud
AI Stack:	GenAI: Gemini, ChatGPT, Synthesia.io MLOps & platforms: Dataiku, GCP / Azure, Portkey, Apps Script
Digital Marketing Analytics:	Salesforce Marketing Cloud, Google Analytics, Datorama
Project Management & Leadership:	Agile, JIRA, Lean, Team Leadership & Growth, C-Suite Stakeholder Mgmt

EXPERIENCE

(Big Pharma) | Basel, Switzerland

Apr 2023 – Current

Business Process Alignment Manager (Contract)

- Developed an AI-powered suite of tools, delivering a 2-year project pipeline in 6 months. Achieved FTE savings through -75% cycle time, and improved user engagement.
 - A&R Chat Assistant - chunking 400+ documents using RAG using Galileo platform.
 - Onboarding Assistant - Chrome Extension that automates onboarding with interactive elements.
 - JIRA Integrator AppScripts tool - enhance tracking of JIRA issues and issuing alerts.
 - A&R Video Assistant webapp - utilize capabilities of Gemini and Synthesia caching to provide AI-powered video response when querying general and localized data.
- Streamlined financial reporting for Roche affiliates in the Global ASPIRE transformation program by leveraging new BI platforms such as SAP Analytics Cloud and leading fit-to-template workshops.
 - Bridged the complex development gaps for the German affiliate, which accelerated adoption.
- Revamped training content for A&R (Analysis & Reporting) reports using Synthesia and GenAI tools leading to +200% increased monthly user sessions for the training website.

(Big Tobacco) | London, UK

Dec 2021 – Apr 2023

Global Manager, Consumer Insights & Analytics - Heated Tobacco & Smoke-Free Products

- Owned the global consumer insights strategy for smoke-free products
 - Orchestrated migration of disparate market-level CRM data into a centralized Snowflake data warehouse.
 - Successfully launched the 'One Consumer View' suite of dashboards (PowerBI, Snowflake) that provided a unified self-serve view of performance metrics for all IQOS consumers.

- Drove adoption of a new digital marketing stack that included Datorama, Persado and Accutics that enhanced insights and optimized consumer engagement. Led to FTE savings and development of Next Best Action (NBA) models that increased targeted user-base sales by 15%.
- Led development of ESG and recycling analytics that contributed to improved brand image.

(Big 4 Consulting) | London, UK

Oct 2017 – Dec 2021

Analytics & BI Manager – Resourcing CoE

- Led development of a Tableau & PowerBI reporting suite that centralized analytics and served as a single source of truth for the UK Resourcing function. Increased the productivity of 50 staff members by 15%.
- Designed and launched the innovative Diversity & Inclusion dashboards that received Partner acclaim and were subsequently purchased and replicated by Australian division.
- Developed a predictive analytical model for staff utilization that enhanced workforce planning capabilities and saved more than 100 hours of manual pipeline management per month.
- Collaborated with Profinda to create a skills demand tool using CV text analysis and NLP that automated the candidate shortlisting process.
- Set team goals, technical deliverables (offshore) and testing/engagement deliverables (onshore).
- Secured project funding from Partner-level sponsors by creating and championing a strategic vision for data-driven resourcing; successfully influenced change via steering committees.

(Big 4 Bank) | Sydney, Australia

Feb 2016 – Jun 2017

Analytics Manager - Customer Remediation

- Led firm-wide customer remediation projects, using SQL and fuzzy matching to define affected populations.
 - Successfully delivered a time-critical population sampling project for the Australian financial regulator (ASIC) by negotiating resources and communicating the quality-timeliness trade-off to stakeholders
- Drove project efficiency within an Agile framework by creating detailed business requirements (BRDs), authoring decision papers and managing team capacity via JIRA.
 - Received management commendation for improving QA procedures and clarifying complex analytics.
- Reduced costs by conducting NPV cost-benefit analysis for project requests.

(Big 4 Bank) | Sydney, Australia

Aug 2012 – Feb 2016

Life Insurance Sales Analyst, Business Analyst

- Implemented daily sales reporting that improved client engagement and reduced turnover for policy approvals.
- Consolidated reports in MS SQL Server applying the Kimball star schema approach, which decreased MIS support requirements and turnaround times.
- Implementation of an innovative diagnostic health-check tool and Java-based Knowledge Management mobile app, earning strong praise and buy-in from the leadership team which led to the project's successful scale-up with Salesforce.

EDUCATION

Bachelor of Economics | (Good Australian University) | Sydney, Australia
 Bachelor of Economics – Finance and Economics Double Major

Dec 2009

Business Analysis Training Certification
 PM Partners

2015