

Lai Kong Chien

Data, Software, Systems & AI Operating Leader

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Executive Positioning

Leader and hands-on builder of decision and automation systems across data, software, BI, analytics, and AI. I turn ambiguous business problems into governed data foundations, usable internal products, agentic workflows, and repeatable decision loops. My edge is connecting business strategy, granular data modeling, full-stack delivery, AI-assisted workflows, and team operating models into systems people can actually use.

Executive Signal



Career Arc



Experience

Senior BI & Analytics Manager

BigCaring Group | Oct 2025 - Present

- Established the BI function from the ground up, turning a zero-BI environment into a structured decision and analytics capability.
- Aligned Data Engineering and Analytics around shared process, ownership, and engineering discipline.
- Built the analytics team structure, operating rhythm, and delivery culture for scalable decision support.
- Introduced multi-model AI workflows using Claude, ChatGPT, Gemini, Qwen, AI coding agents, and CLI-based agentic capabilities across analysis, documentation, automation, software delivery, and operating leverage.

Stack: Python, SQL, Looker, dbt, OpenAI, Claude, Gemini, Qwen, AI agents, MCP

Senior Marketing Analytics Manager

PropertyGuru Group | Mar 2023 - Mar 2025

- Built a regional marketing analytics capability with dashboards, automated reporting, and standardized KPI definitions across Southeast Asia.
- Reduced manual reporting effort by 80% through automation and reusable reporting workflows.
- Shifted reporting from static updates into narrative decision support for campaign, budget, and market performance discussions.
- Led a team of analysts and data specialists across recurring executive and operational reporting cycles.

Stack: Python, SQL, Power BI, Looker, Google Analytics

Business Intelligence Lead

Homage | Nov 2022 - Feb 2023

- Redesigned internal reporting structures to support faster leadership and departmental decision cycles.
- Delivered cross-functional dashboards across Sales, Finance, and Marketing.
- Acted as translator between leadership needs and engineering implementation, improving decision speed by 50%.

Stack: Tableau, SQL, Python, AWS

Product & Marketing Analytics Manager

PropertyGuru Group | Jul 2021 - Oct 2022

- Managed data integration and reporting standardization during acquisition transitions.
- Unified data structures across acquired companies and maintained analytics continuity during organizational change.
- Led the transition from Tableau to Looker to improve governed analytics delivery.

Stack: Python, SQL, BigQuery, Looker, Airflow, Salesforce, NetSuite

Lead Data Engineer

REA Group Asia | Feb 2020 - Jul 2021

- Designed and built an internal dbt-like transformation framework on top of Apache Airflow in 2020, before dbt-style analytics engineering became common practice.
- Created reusable ETL patterns, transformation conventions, and orchestration workflows that reduced dependency on external vendors.
- Delivered dashboards and governed data workflows for Marketing, Sales, Finance, FP&A, and Product teams.

Stack: Python, SQL, GCP, BigQuery, Airflow, Tableau, Looker Studio

Senior Data Engineer

REA Group Asia | May 2016 - Jan 2020

- Built the company's first comprehensive data infrastructure and analytics platform from the ground up.
- Established pipelines and reporting systems that enabled data-driven decision making across the organization.

Stack: Python, Node.js, R, SQL, GCP, BigQuery, Google Analytics

Senior Software Engineer

Manulife Technology & Services | Dec 2013 - Apr 2016

- Restructured codebases, enforced engineering standards, and introduced scalable technology patterns for maintainability.
- Improved code quality and reduced technical debt across enterprise software systems.

Stack: C#, ASP.NET, JavaScript, SQL Server

Developer

Visual Solutions (M) Sdn Bhd | Dec 2009 - Aug 2013

- Built backend systems, integrated internal and external APIs, and delivered reusable enterprise components.

Stack: C#, ASP.NET, JavaScript, SQL Server

Selected 0-to-1 Builds

Guidely - AI Coaching Platform - Designed and built a full-stack AI coaching system with multi-agent reasoning, structured task workflows, and vendor-aware LLM integration.

StaySmarter - Short-Stay Price Comparison Tool - Built a travel-tech web application for automated data collection, price comparison, and market decision support.

Interactive Resume & Publishing System - Built a Next.js publishing and credibility system with structured resume data, article pages, SEO/AEO/GEO foundations, JSON-LD, and generated PDF assets.

Technology & Operating Range

AI-Native Workflows	ChatGPT/OpenAI, Claude, Gemini, Qwen, AI agents, agentic architecture, agentic CLI workflows, AI coding agents, MCP, LangChain, prompt engineering
Data & System Foundations	SQL, Python, BigQuery, GCP, Airflow, dbt-style transformation design, ETL orchestration, data modeling, KPI governance
Decision Interfaces	Looker, Tableau, Power BI, Looker Studio, dashboard systems, operational reporting, marketing analytics, executive scorecards
Software & Product	Next.js, React, Node.js, APIs, C#, ASP.NET, PostgreSQL, web applications, workflow automation, product prototyping

Education & Languages

Education: Degree in Information System Engineering, University Tunku Abdul Rahman (UTAR), 2007 - 2009

Languages: English, Mandarin, Cantonese, Bahasa Malaysia

Leadership Method

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- Turn ambiguity into ownership: clarify problem, metric, owner, cadence, and delivery path.
 - Design for handoff: reusable patterns, documentation, rituals, and decision rules.
 - Use AI for exploration and acceleration, then harden valuable logic into reusable systems.

Selected Writing

The Two-Tier BI Architecture - A point of view on separating disposable exploration from governed operational analytics products.

AI Adoption Is a Workflow Problem - A practical argument that model access matters less than workflow design, review boundaries, and operating cadence.

Where AI Agents Belong in Analytics Work - A view on using agents for acceleration while keeping governed business logic reviewed, versioned, and owned.

The Modern Analyst Is Becoming a Product Builder - A thesis on analytics teams building internal products, decision interfaces, and workflow systems.

From Reporting Team to Business Operating System - A leadership view on moving analytics teams beyond request queues into durable operating capability.