Qiao Lan (Alan)

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PROFILE

Finance professional with experience in business performance analysis, KPI reporting, and sales enablement at Shenwan Hongyuan Securities. M.S. in Applied Analytics from Columbia University and B.S. in Finance from Fordham University. Practical Excel reporting experience, with university coursework in SQL, Tableau, Python/pandas, and VBA.

EDUCATION

Columbia University, School of Professional Studies **Manhattan, New York**
- Master of Science, Program: Applied Analytics Sep 2021-Feb 2023
- GPA: 3.94/4.00 | Coursework: Machine Learning, Anomaly Detection, Data Management

Fordham University, Gabelli School of Business **Bronx, New York**
- magna cum laude, Bachelor of Science, Major: Finance Aug 2017-May 2021
- GPA: 3.79/4.00 | Dean's List 2019

WORK EXPERIENCE

Guangzhou Nanqiao Chemical Co., Ltd. **Guangzhou, China**
Strategy & Operations Analyst Feb 2026—Present
- **Market Research:** Assessed opportunities in Indonesia's footwear adhesives market by analyzing tariff-related manufacturing shifts and downstream demand. Developed a market assessment with GPT and Kimi assistance and presented findings to PT. KHARINDO PRAKARSA's executives and sales team in Indonesia to inform partnership discussions.
- **Market Entry Strategy:** Worked with the Indonesian partner to identify adhesives used by local footwear manufacturers and match them with alternatives the company can produce. Currently evaluating initial entry through product trade followed by potential joint manufacturing, considering product commoditization and customers' need for local service support.
- **Digital Business Development:** Built and launched a bilingual Chinese–English website for the automotive adhesives business using Codex, GitHub and Cloudflare, developing six versions before delivery. The website generated product inquiries from three overseas companies via WeChat.
- **International Business Support:** Delivered English translations of three corporate and product documents and 30 technical and material safety data sheets (TDS/MSDS) using GPT assistance, providing materials for overseas product evaluation and partner communication across automotive adhesives and products intended for the Indonesian market.

Shenwan Hongyuan Securities Co., Ltd. | Shenzhen Branch **Shenzhen, China**
Client Manager Jul 2023—Jan 2026

Business performance analysis and reporting (two-person team)
- Co-developed monthly performance benchmarks across brokerage, institutional business, margin trading, and client management; identified business gaps and growth opportunities to support the branch head's strategy and resource-allocation decisions.
- Consolidated and analyzed client asset, activity, and capital-flow data in Excel using VLOOKUP and PivotTables; flagged capital outflows, slowing growth, and declining activity across sub-branches for management review.
- Produced monthly, quarterly, and annual management analyses, incorporating competitor rankings and market-share trends from Securities Association of China data; refined KPI definitions and analytical dimensions over two years to improve performance monitoring.

Sales enablement and incentive analysis
- Increased value-added service conversion by 35% by coordinating training with the headquarters research institute and 10+ sub-branches, connecting research content and product strategy with frontline client needs.
- Simulated alternative brokerage and institutional incentive schemes for 2023-2025, assessing how calculation-rule changes affected business lines and staff to inform management decisions on incentive structures.

SKILLS AND CERTIFICATIONS

- Language Skills: Mandarin(Native), English(Fluent)
- Data Analytics: R, SQL, Tableau; proficient in Microsoft Office and AI-assisted productivity tools
- Certifications: Securities Practitioner Qualification, Fund Practitioner Qualification (China)