

## Waiman Liu

Waiman leads Qral Group's efforts to bring the firm's technology innovations to our West Coast clients. His current projects include secondary analytics & research and designing marketing dashboards



### Experience

- Qral Group, Management Consultant. Sep'17 – Present
- ZS Associates, Associate Consultant for Business Operations. Nov'15 – Aug'17
- IBM, Senior Consultant for Business Analytics & Strategy. Jul'13 – Oct'15

### Education

- University of Michigan, B.S.E 2017. Major: Industrial and Operations

Waiman joined Qral Group in September 2017 and has since worked with clients on integrating secondary research & analytics and designing marketing dashboards.

- Conducted secondary research to compile patient journey experience throughout stages of different oncology indications to determine trigger points in which client product usage can be expanded
- Data mined epidemiologic information from public source databases to determine potential market size using prevalence and incidence data of various oncology indications
- Supported design & development of a Global Marketing Dashboard to help international affiliates better understand and drive their business.

Prior to Qral Group, Waiman has healthcare consulting experience:

### Data Quality Management

- Led a team to develop an Informatica data quality management system that used built in SQL code to check vendor speaker program data for data errors and compliance alerts, ensuring data quality before reporting spend and compliance data to the government
- Fostered the client and vendor team relationship in regard to speaker program data and support, communicating business rules and updates between the teams while scheduling weekly meetings with the vendor to ensure data quality issues were addressed and resolved in a timely manner
- Reported key data findings and trends to the client, identifying improvement opportunities for event management and sales representative training

### Project Management

- Oversaw a \$1.5 million-dollar business analytics dashboard implementation as the project manager, ensuring milestones were met while maintaining project financials within approved budget
- Facilitated global client and vendor teams to deliver project within scope while managing client expectations and issue resolution