

## BIO – IRENE XU



## SAS CUSTOMER INTELLIGENCE EXPERT

- SAS Customer Intelligence Practice Lead, Asia Pacific since Dec 2014
- Nearly 30 years professional experience in Banking and IT
- Work with clients across industries including financial services, hospitality, telecommunications, airlines and advise clients on effective adoption of SAS solutions to enable smart analytics and generate business value
- Former Country Head of Decision Management (Biz Analytics) function in Citibank Singapore, and Regional Head of Information Management & Big Data Strategy in APAC Regional DM, a veteran Citibanker of 14 years
- Led various regional projects in Customer Intelligence and Business Analytics, and built highly regarded, most advanced business analytics function with demonstrated business value
- Filed patent application in US for development work in Visualization tool on analytics platform in 2014
- A member of Singapore National Infocomm Competency Framework Steering Committee(SNICF) from 2011-2016