



Program Analytics Stream Lead Asia Miles Limited

Reports to : Head of Analytics

Imagine the possibilities. Imagine a world where you could play a central role, influencing the strategy of the most successful and venerated Loyalty Program in Asia Pacific. Asia Miles has received the best Frequent Flyer Program (FFP) award for 10 Years in a row. Consistency, an unwavering emphasis on excellence, underpinned by a customer centric approach, have been the hallmark of our success. Human Capital is our core competitive advantage. We leave no stone unturned in finding and nurturing the right talent. Do you want to be part of an elite Data Science team in Asia Pacific?

About the Role:

The Program Analytics team generates actionable insights that directly affect the profit levels of the Asia Miles Program.

Key Responsibilities:

- You will be managing and mentoring a team of 2-3 staff. There is a strong possibility that the team will expand in the future, given strong drivers of business expansion. This necessitates a high degree of leadership and consensus building skills;
- Key areas of the business where you will take the lead and provide though leadership include, but not limited to:
 - o Working closely with our CEO, CFO and COO in critical and high impact areas such as Breakage Forecasting, Award Chart Revamp and Expiry Policy review;
 - o Creating sophisticated models that detect Loyalty Program Fraud. You will work hand in glove with the Finance team to develop preventive measures and appropriate case management tools in the future;
 - o You will collaborate closely with our Customer Experience and Design team to bring a holistic view of data that balances quantitative and qualitative recommendations;
 - o An important part of your job will be Customer Data Enrichment. Here you will work closely with the Customer Experience and Design team to embellish our member records with external data, in the form of lifestyle surveys, focus groups, insights from the online community and data from other commercial providers;
 - o You would also lead the charge in consistently enhancing our Customer Lifetime Value (CLV) Model. This is the center piece of our customer profitability strategy.

Knowledge, Skills & Qualifications

So what makes you a great candidate for the role? Then again these requirements are only indicative and not cast in stone.

- The AML working environment is very open and collaborative which rewards critical and out of the box thinkers. We have absolutely no room for the “Evergreen Yes Man”, the “Conformist” or the “Business as Usual” guy. We are looking for people who are passionate, have an unwavering optimism and an open and reflective personality;
- In our experience our best data scientists have a fairly technical background with degrees in Financial Engineering, Actuarial Sciences, Computer Science or Deep Programming Experience. Feel free to debunk our hypothesis if you think differently. Our doors are open to talented people from all educational backgrounds;

- We are relatively flexible with the industry sector that you come from. Experience in Loyalty is not a cardinal or mandatory requirement, though it would definitely help;
- It goes without saying that your communication skills will have an influencing and persuasive flavor, tempered with sound business judgement;
- Can you provide concrete examples where you have monetized data with organizations? We would love to understand “The DIFFERENCE” you made;
- Genuine passion for digging deep into data, uncovering insights, patterns and anomalies is a core attribute that will set you ahead of the pack;
- Genuine interest and curiosity, dabbling with multiple Machine Learning Models that allow you to prove your hypothesis and provide evidence based recommendations to the business;
- Having said that you are not hung up on complex models, but on collecting and harnessing data from a variety of sources to prove your hypothesis;
- Ability to communicate insights to the business and key stakeholders in a creative way, that explains complexity in a simple clear and concise way;
- Ability to weave a story around seemingly unstructured facts. Stringing data together in a coherent and cohesive way peppered with actionable insights for different business stakeholders.
- Most importantly we are looking for candidates who want to go the long haul with us. If you consider this opportunity a stepping stone, then please think twice.

Qualified applicants can supply a comprehensive CV and submit your application to careers@asiamiles.com.

Asia Miles is an Equal Opportunities Employer. Personal data provided by job applicants will be used strictly in accordance with our personal data policy and for recruitment purposes only. Candidates not notified within eight weeks may consider their application unsuccessful. All related information will be kept in our file for up to 24 months. A copy of our Personal Information Collection Statement will be provided upon request by contacting our Data Protection Officer.