

Wayland Zeng

ENTERPRISE ANALYTICS TRANSFORMATION & BUSINESS INTELLIGENCE LEADER

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EXECUTIVE PROFILE

Analytics and BI leader with 10+ years of experience building enterprise reporting ecosystems, automating data processes, and leading technical analytics delivery across financial services, insurance, and life sciences. Built Standard BioTools' Finance reporting environment from the ground up and previously led enterprise Power BI delivery at Canada Life. Combines executive-facing analytics leadership with hands-on Power BI, SQL, data governance, automation, and data transformation expertise.

SELECTED IMPACT

4 HOURS → MINUTES Power BI deployment/refresh | **95%** reduction in manual intervention | **27% → 78%** automated application rate

1 OF 5 Canada Life Power BI Champions | **MULTIMILLION-DOLLAR** potential impact resolved | **2+ WEEKS → <1 WEEK** request turnaround

CORE EXPERTISE

Enterprise BI Strategy | Reporting Modernization | Executive Analytics | KPI & Performance Frameworks | Self-Service Analytics | Data Governance | Data Quality & Controls | Analytics Delivery | Automation | Team Leadership | Stakeholder Management | Change Enablement

Technology: Power BI, DAX, Power Query, SQL, Azure, Microsoft Fabric, Power Automate, Copilot Studio, D365, SSMS, Tabular Editor, ALM Toolkit, Python, R, VBA

PROFESSIONAL EXPERIENCE

Standard BioTools — Finance Analytics & BI Head, Toronto

Nov 2024 – Present

Built the Finance reporting ecosystem from the ground up, creating trusted executive reporting, stronger governance, and scalable self-service analytics.

- **Built the company's Finance reporting ecosystem from the ground up**, replacing fragmented ERP inquiries and static cross-entity reports with Power BI and establishing one shared reporting source across revenue, OpEx, EBITDA, and forecasting.
- **Created a single source of truth for 4 core financial areas**, giving FP&A timely access to revenue and OpEx data and supporting more consistent forecasting, target setting, variance analysis, and Executive Leadership Team reporting.
- **Reframed a reporting-access conflict into a data-governance solution** by partnering with IT to move Power BI transformations into the controlled data-engineering layer, improving governance, auditability, and processing efficiency.
- **Reduced recurring month-end manual work** by automating the handling of manually entered ERP data so required information could flow into the reporting engine with less intervention and lower risk of error.
- **Improved Finance–Accounting collaboration across Toronto and Singapore** by clarifying data requirements, surfacing stakeholder concerns, and aligning leadership on shared reporting needs, contributing to smoother month- and quarter-end processes.
- **Built 2 Copilot Studio agents** for D365 query support and Power BI ticket intake while evaluating Microsoft Fabric F2 capacity, Copilot enablement, and deployment-pipeline design for controlled AI adoption.

Canada Life — Sr. IT BSA – Data & BI Analytics, Toronto

Feb 2022 – Nov 2024

Led enterprise Power BI delivery for the PSHCP program, improved deployment practices, set development standards, and mentored a three-person analytics team.

- **Cut Power BI deployment and refresh time from ~4 hours to minutes** by integrating ALM Toolkit and Tabular Editor into the release process and using SSMS to refresh only required partitions in large incremental-refresh models.
- **Led a team of 3 analysts** across sprint objectives, priority setting, quality reviews, stakeholder feedback, and technical mentorship in data modeling, transformation logic, and Power BI development.
- **Created paginated-report development standards adopted across the team** after becoming the first team member to learn the capability; also became a go-to resource for difficult Power BI issues and tool guidance.
- **Recognized as 1 of Canada Life's 5 Power BI Champions**, providing organization-wide training and consulting support and helping teams resolve complex reporting challenges.
- **Identified a paginated-report defect later acknowledged by Microsoft**, demonstrating deep platform troubleshooting capability and strengthening reporting standards for the wider development team.
- **Partnered across PMO, business, data engineering, and BI teams** to translate reporting needs into scalable solutions supporting claims and program management for a major federal program.

Munich Re Canada — Sr. Data Specialist (Acting Team Lead), Toronto

Nov 2016 – Feb 2022

Advanced from developer to Acting Team Lead within the P34 digital transformation, combining automation, data quality, operational risk management, and stakeholder leadership.

- **Reduced manual intervention by 95%** through automation of ingestion, validation, payment, and reporting workflows using SQL, Python, and business-rule logic.
- **Improved automated application rates from 27% to 78%** by refining transformation and business-rule logic, increasing straight-through processing and reducing exception handling.
- **Helped avert a potential multimillion-dollar data impact** after identifying valid records being dropped by the orchestration engine; stopped affected loads, validated root cause, presented solution options to the COO, and led a hotfix implemented within 1 week.
- **Reduced request turnaround from 2+ weeks to under 1 week** by standardizing intake, validation, stakeholder communication, and follow-up across the analytics support process.
- **Led a 4-person analytics support function** responsible for data validation, stakeholder complaints, and analytical requests, while coaching team members and rebuilding trust with business partners affected by data-quality issues.
- **Developed transformation rules, documentation, and new-hire training** after rapidly learning both the technical orchestration process and insurance business context, helping strengthen delivery consistency across the P34 program.
- **Assumed responsibility for maintaining and improving the data orchestration engine** after the original vendor exited, building on deep end-to-end knowledge of the P34 ETL process, transformation rules, testing, and business requirements.

Ontario Ministry of Education — Junior Policy Analyst (Co-op), Toronto

May 2015 – Dec 2015

- **Built an optimization tool spanning ~2 million students and 5,000 schools** to support long-term accommodation analysis and move planning toward more evidence-based decision-making.
- **Developed a logistic model in R** to estimate school-board risk of exceeding spending limits and created a VBA-based interface to consolidate key information for policy analysts.

EDUCATION & CERTIFICATIONS

Master of Arts – Economics (Co-op) | University of Waterloo, 2016

Bachelor of Arts – Economics (Honours), Minor – Psychology | University of Waterloo, 2014

Certificate – Artificial Intelligence | University of Toronto, 2020

Azure Data Scientist Associate | Microsoft, 2022