

Ziliang Chen (Simon)

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PROFILE

Product-oriented professional driving solutions from concept to commercialization. Skilled in leveraging business analytics to uncover growth opportunities, guide user-centric decisions, and deliver measurable outcomes. Operates effectively in fast-changing environments, bridging strategic vision with technical execution.

EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE (NUS) <i>Master of Science in Finance</i>	Singapore Aug 2022 - Nov 2023
CAPE BRETON UNIVERSITY (CBU) <i>Bachelor of Business Administration</i> <i>Bachelor of Hospitality and Tourism Management</i>	Sydney, NS, Canada Aug 2018 - May 2022
SIGTUNASKOLAN HUMANISTISKA LÄROVERKET (SSHL) <i>International Baccalaureate (IB) Highschool</i>	Sigtuna, Sweden Aug 2015 - June 2018

EXPERIENCE

ANANSI DATA ANALYTICS (MACRO-FINANCIAL DATA PROVIDER & SOLUTIONS—STARTUP) Strategic Planning Manager	Singapore July 2025 – Present
- Built and commercialized the World Economic Database (WED)—a 900-year, 236-country macro-financial database adopted by the IMF, Harvard, and other leading institutions. Defined product requirements and developed analytics dashboards to track user acquisition, engagement, and retention. www.AnansiData.com - Identified workflow bottlenecks and prototyped DigiTables, an automation tool that reduced project timelines by 75% (from 12 to 3 months) by minimizing manual data digitization. - Transitioned DigiTables into a commercial product through user research, A/B testing, and iterative MVP releases—improving usability and expanding adoption across universities and research institutions. www.DigiTables.ai - Drove go-to-market and pricing strategy, identifying acquisition channels and securing the first major client, contributing 70% of company revenue. - Led cross-functional alignment and standardized workflows across data, engineering, and marketing teams, reducing operational delays by 30–40% and replacing person-dependent processes with structured SOPs. - Developed structured briefing formats, analytical frameworks, and evaluation templates that guided leadership decisions on product direction and user adoption.	
NATIONAL UNIVERSITY OF SINGAPORE (SCHOOL OF BUSINESS) Research Officer	Singapore May 2023 – August 2025
- Co-authored <i>The Global Macro Database: A New International Macroeconomic Dataset</i>, developed an open-source dataset covering 241 countries over 200+ years by integrating 100+ data sources. - Within six months, the paper received 37 citations, and the data was used by over 6,000 researchers and business users. www.GlobalMacroData.com https://ssrn.com/abstract=5121271 - Led the development of the most comprehensive chronology of the bank run crisis, documenting over 300 events from the year 1700 to the present. Used Python and Stata for processing, data	

visualization, and analysis, advancing research on crisis severity, duration, type, and distinctions between systematic and non-systematic bank runs.

- <https://ssrn.com/abstract=4924699>
- Coordinated a team of 25+ research assistants across multiple projects, ensuring efficient collaboration and guidance on Python, Stata, and project-specific tasks. Managed research funding projections and budgeting, ensuring resource allocation aligned with project timelines and goals.

DA CHENG FUND MANAGEMENT (FIRST TEN FUND MANAGEMENT COMPANIES IN CHINA) Shenzhen, Guangdong, China
Research Associate Macroeconomic Team (Internship) April 2023 – July 2023

- Produced an independent comparative study of industry analysis frameworks (cyclical analysis, prosperity index, Merrill Lynch Clock), delivering data-driven insights used by fund managers in portfolio strategy.
- Contributed to the China Population Prospects project, analyzing long-term demographic and macroeconomic implications to support 50-year strategic planning for senior leadership.

CAPE BRETON UNIVERSITY STUDENTS' UNION (INDEPENDENT UNION CA\$1M Ops BUDGET) Sydney, NS, Canada
Vice President of Finance and Operations September 2021 – April 2022

- Represented the Students' Union in supporting the university's fundraising initiatives during its capital campaign, assisting with strategic coordination and stakeholder engagement.
- Managed finance and operations for a team of 20, ensuring budget accuracy, legality, and practicality, supporting over 5,000 members across the university.
- Averted a projected CAD \$400k annual loss and secured CAD \$800k+ annual revenue plus free office space by negotiating with the university and leveraging the Union's role in the capital campaign.

SKILLS & ACTIVITIES

- Languages: English · Mandarin · Cantonese
- Data & Technical Skills:
 - Python (pandas, numpy) · Git/GitHub · REST APIs · Database (MongoDB, SQL, Postgres) · AI Tools (Claude Code, Codex, Cursor) · Stata · LaTeX · Web & database (Vercel, Supabase, AWS)