



Dr. Gan Chui Goh
 DBA (UWA), MMR (UWA),
 MBA (U. Strathclyde),
 BEng (NUS),
 HSK Advanced (CNCCPT, Beijing)

Degree Awarded	University	Year Awarded
Doctor of Business Administration	University of Western Australia (Graduate School of Management)	2008
Master of Management Research	University of Western Australia (Graduate School of Management)	2005
HSK Advanced (CNCCPT, Beijing)	The State Commission of the Chinese Proficiency Test, Beijing, China	2004
Master of Business Administration	University of Strathclyde (Strathclyde Graduate Business School)	1998
Bachelor of Engineering	National University of Singapore	1990

Journal publication

Gan, C. G., Lee, J. A. and Soutar, G. N. (2009). Preferences for training options: A conjoint analysis. *Human Resource Development Quarterly*, 20: 307–330.

Teaching Experience

- NTU Nanyang Business School (Research Methods, Market Intelligence, Statistics and Quantitative Methods, and Marketing for the 21st Century).
- SMU School of Economics Adjunct Faculty (Introductory Statistics).
- ESSEC Business School Master in Marketing Management and Digital (Marketing Research).
- UOL (Statistics, Marketing); MSC Professional Accountancy programme (Strategic Financial Project).
- SUSS (Statistics, Business Skills and Management, and Customer Relationship Management).
- Temasek Polytechnic (Management Of Enterprise, Business Strategies and Planning, Engineering related modules, Accounting and Finance for Advanced Diploma); module coordinator and course-coordinator in Diploma and Advanced Diploma programmes, and Year Leader for Diploma programme.
- Conducts public seminars and in-company training for both private and public sectors in the field of marketing research and analytics.

Teaching Pedagogy Expertise

One of the pioneer team members to introduce Problem-Based Learning in Temasek Polytechnic in 1998.

Industrial, Research and Entrepreneurial, and Professional Expertise and Experience

- Principal Consultant, Director and Co-founder of Blue-dge Analytics and Consulting Pte Ltd.
- Product Engineer from 1990 to 1994 at Maxtor (S) Pte Ltd.
- Some of the public and customised workshops/seminars conducted include customised programmes such as Research and Analytical Skills, Crafting Surveys, Making Sense of Data; and public workshops such as Customer Research through Surveys and Analytics, and Data Analytics.

Dr. Joan Gan is a research director, and a practitioner of marketing-oriented customer insights. As an outstanding and experienced research specialist well versed in the field of consumer research, Dr. Gan regularly conducts public workshops and in-company training to share her thoughts and experience with both private and public organisations.

Dr. Gan is one of the co-founders of Blue-dge. She specialises in producing competitive customer insights for driving organisational performance which involves conducting research projects and developing actionable insights. Dr. Gan's experience and expertise in the fields of consumer research, and advanced multivariate analytical techniques and cultural studies have contributed significantly to her work with many companies across industries in Singapore and regional studies in countries such as China, India, Thailand, Malaysia, and Indonesia. She has also helped many organizations to improve their marketing strategies and consumer research framework. Her clients include both private and public sector organisations such as Canon, DuPont, Walton International, WWF, Nanyang Technological University, Ministry of Manpower, Central Provident Fund Board, Ministry of Education, NTUC-Women Development Secretariat, to name a few.