DR. GUO LEI
(Fellow, Advanced Computing for Executives, School of Computing, NUS)

Dr Guo is an active educator and researcher in data science, behavioural study and design thinking, with extensive experience in delivering practice-based learning programmes and applied research projects with successful results.

Starting her career in Singapore as a marketing practitioner, Dr Guo worked across manufacturing, entertainment and education industries. She was the Chief Representative in China for a Singapore listed company. She was also responsible for setting up Shanghai Office and promoting executive education programmes for NUS Business School in Greater China market.

With the aspiration of bridging the gap between research and practice, Dr Guo pursued her PhD in the UK, where she worked on large-scale research projects with Cambridge University Service Alliance, BAE Systems and China Mobile.

Dr Guo returned to Singapore and joined NUS as a faculty member in 2011. She has particular experience in tackling complex challenges through applied research and education. She was the Principal Investigator for a series of research projects to inform better public transport policy decisions. She consults local and overseas corporate clients on data analytics, user experience design and service innovation. Dr Guo has a passion for engaging and inspiring working professionals at all levels by applying the theory to real world business applications. Dr Guo holds a PhD in Marketing from University of Exeter, an MBA from University of Adelaide University and a BA in Literature from Beijing Normal University.