



Htike Htike Kyaw Soe

Managing Director, Analytics Solutions, AI & Digital Innovation
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Htike Htike (pronounced Tie Tie) is a Managing Director at KPMG and leads the development of differentiated data analytics solutions that leverages a range of client, 3rd party, and alternative data sources to drive business-driven actionable insights. The data analytics solutions Htike Htike has developed include a Gen AI assessment tool that provides estimates on the impact of Gen AI for a company and its peer set without use of client data. Other analytics areas cover different opportunity spaces for a company such as human capital, technology, supply chain, etc.

Htike Htike also has years of experience in the delivery of insights-focused analytics at “deal speed” to private equity and corporate clients of KPMG. Before re-joining KPMG as a Managing Director, Htike Htike worked as a marketing scientist at Meta, where she advised clients on how to create effective measurement strategies that resulted in +20 percent improvement in media effectiveness.