CRISTINA BRODU

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After a 5-year career break to focus on small-scale entrepreneurial and freelance projects, I am eager to re-enter the workforce as an employee. Thanks to my 10-year postgraduate architectural-design work experience, before retraining from 2015 to 2017 in management consulting at Ernst & Young, I bring a variety of skills and expertise, including: SaaS solutions design, customer-insight gathering, project management, and communication skills.

Corporate break

1 November 2020 - 1 August 2024 SMALL-SCALE PROJECTS

LONDON, UK

Senior Consultant, Founder, UX Designer, Product Manager

- Conducted feasibility studies for my own legal-tech venture, developing UX design skills from research to prototype, and product management skills with Jira, Trello, Asana, Agile PM, originating products through continuous iterations
- Marketised own skills for marketing <u>www.evolution-consult.com/cbmx</u>, and UX design <u>www.evolution-consult.com/cbux</u>, thanks to my proficiency in Figma and Adobe CS, and 15+ years practicing design principles in several disciplines
- Led for 2 years a personal venture in tele-health, www.evolutionmcb.com, proving ability to lead over 30 contractors and multiple projects simultaneously, prioritizing tasks, and meet deadlines, working in cross-functional teams
- Advised via my own agency, <u>www.evolution-consult.com</u>, leveraging strong problem solving & communication skills
- Provided guidance to early-stage start-ups CXOs, thanks to data-driven insights and strong interpersonal skills, demonstrating strong analytical skills and the ability to identify and solve complex problems, also at design level

1 June 2017-present OWN LEGAL WORK, CHILDCARE

PERU, ECUADOR, FRANCE, UK

Pro-bono educator in foreign missions & UK nurseries; Legal Advocate

- Conducted own legal work in the UK & Peru, speaking to lawyers, getting in-depth understanding of workflows
- Resorcesfully planned & delivered educational activities, EYFS to KS2, and cared for children in missions & nurseries

Corporate work

27 March 2019 - 17 April 2019 AON UK

LONDON, UK

Senior Consultant, Enterprise Risk Management (employee)

- Created a highly regarded Excel tool for Rigbi Group Corporate Governance, as part of its Operating Model design
- Wrote compelling proposals to secure 5 projects, and pursued 1 lead in Saudi Arabia to generate \$500K+ in revenue
- Provided advice on engagement economics and pricing strategy, emphasizing analytical and problem-solving skills

3 August 2015 - 1 May 2017 ERNST & YOUNG

LONDON, UK

Consultant, Business Performance Improvement (employee)

- Earned recognition through 2 EY Impact Awards and 28 written feedback, demonstrating high-performance mindset
- Proven ability to support pre-deal processes, including a due diligence on a £4bn group to a JV feasibility study
- Played a key role in optimizing a £24 billion portfolio of land development deals, thanks to problem-solving skills
- Optimized QRM processes through a web-app, to drive efficiency by 50% in cost, 70% in time, evidencing BA skills
- Project managed the negotiation workshops for a £2m JV, and delivered highly valued decks & investment teasers
- Presented work that led to £300K sales in implementation, then reviewed & optimized process for its delivered Pilot
- Run during a 2 month rotation the QRM project management support & reporting for projects with £2m+ revenue
- Led as lead-editor a team of 10 EY colleagues to produce a monthly newsletter, demonstrating effective leadership

1 June 2015 - 23 July 2015 LINKLATERS

LONDON, UK

Analyst, Business Strategy and Transformation (employee)

Assisted in originating M&A, acquisition & divestment deals for PE clients, evaluating investment opportunities

8 August 2006 - 1 May 2015 ARUP, HOK, RTKL, OTHERS

LONDON, UK

Design-architect (invoicing through my own Ltd)

- Leveraging design thinking, I successfully delivered 10+ urban regeneration masterplan designs of over 40ha each
- Project managed own refurbishment design projects in London, and their successful planning application process
- Project managed multiple work streams as part of masterplan design, liaising with clients, briefing and reporting

2010-2012 **HARVARD UNIVERSITY** (on-campus only)

CAMBRIDGE, USA

Advanced Master's degree. Exams at Harvard School of Design, Harvard & MIT MBAs (120 ECTS, Level 7 NVQ)

- Developed valuation, competitive analyses, customer personas and Go To Market Strategy for early-stage ventures
- Served as a Vice President of Harvard Italian Society at HKS, and as a Co-Founder of Harvard GSD Italian Society
- Completed Entrepreneurial and Real Estate Development projects with product design and financial models
- Recipient of the Harvard P. White and Teaching Assistant (2012), €90K merit-based 18 month scholarship (2010-11)

2000-2006 UNIVERSITY OF ROME LA SAPIENZA (on-campus only)

ROME ITALY

Laurea Specialistica, equivalent to a Bachelor of Science plus Master's of Science degree (360 ECTS, level 7 NVQ)

- Grades: BSc (first 240 ECTS), GPA 96%; MSc (last 120 ECTS), Distinction, 110 e lode / 110 (magna cum laude)
- Majors: Building Engineering and Architecture (4/S). Laurea Specialistica Thesis: Mixed-use Master Plan project
- €25K merit scholarship (£5K for 5 years); Erasmus merit grant (2003-04); Study-Work merit fellowship (2005-06)

Certificates

- 6 courses with 100% mark, achieving the Product Management Professional Certificate, September 2024
- 1 course for PMI Agile Certified Practitioner (PMI-ACP), cert prep for Agile Project Management, September 2024
- 7 courses with 100% mark, achieving the Google UX Design Professional Specialization Certificate, April 2024
- 1 course100% grade, achieving the Certificate in Negotiations by Yale University Law School, August 2020
- 1 course100% grade, achieving the Certificate in American Contract Law by Yale Law School, June 2020
- Prince2 Foundation certificate and Practitioner certificate. AXELOS Global. Issued Mar 2013. No Expiration
- CAMBRIDGE CERTIFICATES in English as a foreign language at level C2 (2009) and at level C1 (2008)
- DELF CERTIFICATES in French as a foreign language at level B2 (2023) and at level B1 (2022)

Courses

- 4 day Python training for data analysis and visualization, advanced level certificate, August 2020
- 4 day Tableau training for data analysis and visualization, advanced level certificate, July 2020
- 1 day Engagement Economics, to resource and price projects, Ernst & Young, January 2017
- 3 day Effective Business Presentations training at Ernst & Young, February 2017
- 1 day Senior Consultant checkpoint & training at Ernst & Young, March 2017
- 2 week Core Management Consulting Skills training at EY, November 2015

Licenses

- CIMA Cert BA, sponsored by EY as a mandatory ACP learning requirement. Issued Feb 2017. No Expiration
- Buildings ENGINEER post-MSc license, Università di Cagliari, valid in the EU. Issued Sep 2013. No Expiration
- Buildings and Urbanism ARCH, post-MSc license, Università di Napoli. Issued Sep 2009. No Expiration

Community work

- Actively engaged with community building initiatives for tenants unions, residents associations, MOJ volunteering roles
- Produced a praised Masterclass on nutrition, and blogged on it on MyFitnessPall, educating others during 3 lockdowns
- Delivered a variety of work, from translations to kids' educational activities, for nus, churches and nurseries in London
- Led for 1 year an EY monthly newsletter with 10 EY-colleagues reporting to me, receiving excellent written feedback
- Columnist for the EY Growth Advisory monthly newsletter, in charge of the EY Thought Leadership column production
- Organized 8 events for Harvard alumni clubs: 2 inter-lvy for HCUK Young Alumni, and 6 speaker events for HW3D UK
- Proactively spearhead then co-led the Harvard SIG UK Chapter of HW3D, briefed the launch of Paris & NY Chapters
- Organized workshops for women's empowerment and positive attitude habits, for a YMCA women-homeless's shelter
- Led the Scout Group Fulham 1 Educational Charity for 1 year: resourced Charity Board, planned and led the activities

Personal interests

- Deep interest in AI that brings me to learning and understanding its concepts, to integrate AI into SaaS product design
- Networking at events, conferences, and online, to connect with professionals working in AI startups and product design
- Lived in 7 countries across 5 continents, developing the ability to collaborate effectively with diverse stakeholders
- Growing up in an island, as part of a linguistic & ethnic minority, fostered my resourcefulness and keenness to explore