

CRISTINA BRODU
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London SW7, England, UK

10+ years of Business Development experience, honed through entrepreneurial endeavors and consulting roles at EY and AON. Proven ability to identify market opportunities, craft winning proposals (Scope of Work contracts, RFPs), define GTM strategy and new services/solutions, negotiate joint ventures/partnerships that drive growth.

Work experience

2020-present **[EVOLUTION CONSULTING](#)** **LONDON, UK**
Independent Senior Management Consultant

- Spearheading legal-tech venture with elements of fin-tech, networking to forge partnerships and developing the product
- Led for 2 years a personal entrepreneurial venture, www.evolutionmcb.com, demonstrating proactivity and ability to lead
- Developed comprehensive market and web traffic analysis reports, which informed product development and marketing
- Actively listening clients and stakeholders, I used user-experience feedback for redesigning and improving my products
- Provided strategic guidance to early-stage R.E. and F.S. start-ups, leveraging analytical and problem-solving abilities
- Evaluated investment deals for large-scale Energy capital projects, showcasing analytical and financial modeling skills
- Built a pipeline of advisory collaborators through a MBB-method recruitment process, highlighting communication skills

2019-2019 **[AON UK](#)** **LONDON, UK**
Senior Consultant, Enterprise Risk Management

- Wrote compelling proposals to secure 5 projects and pursued 1 lead in Saudi Arabia to generate \$500,000+ in revenue
- Introduced innovative solutions to enhance ERM business development and delivery, including in sale pipeline trackers
- Developed a highly regarded tool to assess Rigbi Group's Corporate Governance and redesign it, evidencing creativity
- Provided advice on engagement economics, also for pricing strategy, emphasizing analytical and problem-solving skills
- Contributed to the delivery of an effective L&D workshop, demonstrating strong communication and collaboration skills
- Addressed colleague errors with tact and professionalism, highlighting attention to detail, public interest thoughtfulness

2017-2019 **[FOREIGN FAITH MISSIONS](#)** **PERU, ECUADOR, FRANCE, UK**
Pro-bono volunteer

- Volunteered FT and tutored in Math children in orphanages and schools, demonstrating L&D design and delivery skills

2015-2017 **[ERNST & YOUNG](#)** **LONDON, UK**
Consultant, Business Performance Improvement

- Selected as a top performer among thousands of applicants for EY's Advisory Consulting training-contract employment
- Earned recognition through 2 EY Impact Awards and 28 written positive feedback, thanks to high-performance mindset
- Presented solutions that led to £300,000+ sales in implementation projects, and delivered persuasive sales pitch decks
- Used market insights and precedents analysis to define GTM and service offerings for EY Advisory Customer Strategy
- Played a key role in optimizing a £24 billion portfolio of land development deals, thanks to problem-solving capabilities
- Originated specs and UX/UI for a web-app to drive efficiency by 50% in cost and 70% in time, and planned its delivery
- Provided supplier recommendations for app-development, and supported UK&I-wide EY change management initiative
- Supported the development of a Targeted Operating Model for a Hitachi nuclear energy venture, with attention to detail
- Led as lead-editor a team of 10+ EY colleagues in producing a monthly newsletter, demonstrating effective leadership
- Received praise for strong problem-solving and solution origination skills, thanks to user-centered design-thinking skills

2015-2015 **[LINKLATERS](#)** **LONDON, UK**
Analyst, Business Strategy and Transformation

- Assisted in originating new deals to unlock value for PE clients, highlighting a strategic mindset and business acumen

2006-2015 **[ARUP](#), [HOK](#), [RTKL](#), OTHERS** **LONDON, UK**

Non-independent design-contractor, employed by my own Ltd

- Leveraging design thinking, I project managed and shaped 40+ha land developments, receiving positive feedback
- Negotiated contracts and closed deals, to work in-house in large firms and independent ArchEng professional practice

Education

2020-2020 **YALE UNIVERSITY (via Coursera, online)** **LONDON, UK**
Took short courses in law during the lockdowns in 2020, driven by a passion for interpreting and applying the law

- Certificate in Negotiations and certificate in American Contract Law, both passed in 1 week each, 100% grade

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 GTM for own early-stage proposed ventures
- Served as a Vice President of Harvard Italian Society at HKS, and Co-Founder of Harvard GSD Italian Society
- Completed design projects in Real Estate Development, Entrepreneurship (as a co-founder) and Sustainability
- Recipient of the Harvard P. White research grant, TA fellowship, merit-based full-ride scholarship totaling €90K

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)

Courses

- 7 courses for the Google UD Design specialization on Coursera with 4 portfolio projects (March 2024 - ongoing)
- 1 hour Figma training by BuiltStation, for UX workflow from wireframe to prototype and testing, December 2023
- 2 day Asana SaaS training, to leverage the power of project management at scale, October 2023
- 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 Ernst & Young, 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
- Prince2 Foundation certificate and Practitioner certificate. AXELOS Global. Issued Mar 2013. No Expiration
- Buildings and Urbanism ARCH. post-MSc license, Università di Napoli. Issued Sep 2009. No Expiration
- CAMBRIDGE CERTIFICATES in English as a foreign language at level C1 (2008) and at level C2 (2009)
- DELF CERTIFICATES in French as a foreign language at level B1 (2022) and at level B2 (2023)

Community

- 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 lockdowns
- Delivered for nus, churches and nurseries in London a variety of work, from translations to kids' educational activities
- 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-Ivy 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 as a group manager, and children's activities leader

Personal

- Deep interest in AI that brings me to learning and understanding its concepts, to integrate AI into product design
- Networking at events, conferences, and online, to connect with professionals working in AI startups and product design
- Developed experience in leading and inspiring teams also during my proactive volunteering work and initiatives
- Leadership roles in design initiatives, mentoring junior designers, and contributing to design community discussions
- Lived in 7 countries across 5 continents, developing the ability to collaborate effectively with diverse stakeholders
- Growing up in an island, and being a linguistic and ethnic minority, fostered resourcefulness and a keenness to explore
- I studied Spanish at Seville University, English & French in London, and Latin at Lyceum. Mothertongue Italian & Sard
- Excellent budget management skills, which allows me to successfully maintained since 2006 a 966/999 credit score
- Experience as a Ltd director since 2007, having used these as vehicle to work as a contractor and in entrepreneurship