

CRISTINA BRODU
m.cristinabrodu.3001@alumni.harvard.edu
London SW7, England, UK

Results-oriented Senior Consultant with experience in originating and reviewing investment opportunities, and conducting due diligence. Expertise in waterfall and Agile project management, process design and optimization, risk management, operating model and governance design. Demonstrated ability to collaborate effectively for problem solving, lead diverse teams, and deliver data-driven innovative solutions. Passionate about driving organizational growth, creating lasting value

Work experience

2020-present **EVOLUTION CONSULTING** **LONDON, UK**
Senior Consultant (invoicing through my own Ltd)

- Conducted feasibility studies for own legal-tech and fintech venture, developing product & networking for partnerships
- Led for 2 years a personal venture in preventive health, www.evolutionmcb.com, demonstrating drive and ability to lead
- Originated **market research, competitive analysis, pricing and sales channel strategy**, and **marketing campaigns**
- **Actively listening** to clients and stakeholders, I used user-experience feedback for redesigning & improving products
- **Provided guidance to early-stage start-ups CXOs**, leveraging **data-driven insights** and entrepreneurial knowhow
- **Evaluated decks** for large-scale Energy & Land Regeneration **capital projects**, proving advisory and analytical skills

2019-2019 **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

2017-2019 **FOREIGN FAITH MISSIONS** AND **UK EYFS NURSERIES** **PERU, ECUADOR, FRANCE, UK**
Pro-bono volunteer

- **Resorcesfully planned and delivered** educational activities from EYFS to KS2, improving the lives of communities

2015-2017 **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 process** for a QRM web-app to drive efficiency by **50% in cost, 70% in time**, evidencing strong **process mapping, workflow analysis, process design skills for automation, ability to write compelling business cases**
- **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**
- Supported the origination of an **Operating Model design** for a Hitachi's **EPC**, learning and helping with humble attitude
- **Led as lead-editor a team of 10 EY colleagues** to produce a monthly newsletter, demonstrating effective leadership
- Praised for strong **problem-solving, communication, and planning skills** for **change and transformation projects**

2015-2015 **LINKLATERS** **LONDON, UK**
Analyst, Business Strategy and Transformation (employee)

- Assisted in **originating M&A, acquisition & divestment deals** for PE clients, highlighting a strategic business mindset
- Developed **experience in sourcing and evaluating investment opportunities**, and **conducting market research**

2006-2015 **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** processes
- **Project managed multiple work streams** as part of 1 urban masterplan design project, **liaising with the UK clients, briefing internal & external team members, managing timeline & relationships with stakeholders, reporting KPIs**

Education

2020-2020 **YALE UNIVERSITY** (*online*)

Remote

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 with financial models & analysis**
- Recipient of the Harvard White research grant, Teaching Assistant, 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 with 100% mark each, completing the Google UX Design Professional Specialization and apps, April 2024
- 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 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
- 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 3 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: resourced Charity Board, led children's activities**

Personal

- Deep interest in AI that brings me to learning and understanding its concepts, to integrate AI into my 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, at EY and 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
- Excellent budget management skills, which allows me to successfully maintained since 2006 a 966/999 credit score