

# Ryan Netto

[nettoryan@gmail.com](mailto:nettoryan@gmail.com) | [LinkedIn](#) |

<https://ryannetto.com/> |

Netherlands +31 687 392 568

## KEY SKILLS

### Project Management &

**Delivery:** Operational leadership, team coordination, client engagement and KPI tracking

### Research & Insight

**Generation:** Market analysis, structured problem-solving, qualitative & quantitative data synthesis

**Data & Reporting:** SQL, R, Python, SPSS, Power BI, Excel, Powerpoint and relative tools with academic AI interpretation

## EDUCATION

### MSc Sustainable

**Entrepreneurship** (2023–2025),  
Rijksuniversiteit Groningen,  
Valedictorian, Student Ambassador  
& Class Representative

**BBA**, Wittenborg University of  
Applied Sciences, Apeldoorn

**BSc** Hotel Management,  
St Andrews, Mumbai (India)

## LANGUAGES

Native English,

B1 - Dutch,

Hindi, French

## About

I'm a customer-focused professional with over seven years of experience in client-facing B2B roles across technology and digital platforms. I'm drawn to food and adventure sports, spaces where curiosity, attention to detail, and comfort with the edge matter; and I bring that same mindset to my work.

I enjoy staying close to customers, understanding how they work, and helping them navigate complex, knowledge-driven products with confidence. Roles at organisations integrating People, Planet and Profit into their purpose appeal to me because they combine depth, trust, and long-term value creation, where strong relationships, clear communication, and continuous improvement genuinely shape the customer experience.

## Experience

### Business Analyst | [Zavhy](#), Eindhoven

09/04/2025 – Present

3D concrete printing startup focused on automation and circular construction:

- Progressed from **thesis intern to full-time Business Analyst**, reflecting continued responsibility across customer engagement, partnerships, and strategy
- Researched **sustainability, innovation, and regulatory developments** in the Dutch concrete sector as part of a Master's thesis, translating findings into business and market strategy
- Played a key role in securing **€1 million in pre-seed funding** through market analysis, strategic partner alignment, and investor-facing positioning
- Acted as a **primary point of contact** for customers, partners, and investors, supporting relationship management and long-term engagement
- Led development of **customer-facing and partner-facing materials**, including co-marketing assets, joint messaging, and go-to-market narratives
- Supported **customer onboarding and adoption** by translating technical capabilities into clear use cases and value propositions
- Collaborated closely with **engineering teams** to align product features with customer needs and real-world application
- Created investor communications, business models, and technical value propositions to support fundraising and commercial discussions
- Collected and synthesised customer and partner feedback to inform **product improvement and market positioning**

### Project Support & Partnerships | [BeStart](#), Leeuwarden

20/01/2025 – 31/03/2025

Climate tech startup accelerator supporting early-stage ventures:

- Coordinated the entrepreneur bootcamp workshops in Northern Netherlands by **recruiting 15** startup and scale-up **founders**
- Collaborated with early-stage teams to sharpen value propositions for B2B audiences and investors
- Contributed to improving operational processes and team workflows for scalable growth

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**Data Analyst** | [DVJ Insights](#) x [MARUG](#), Utrecht

01/03/2024 – 31/06/2024

A full-service global marketing research and analytics agency (via Study Association):

- Analysed commercial and customer datasets to identify growth opportunities for a **multibillion-euro** streaming service
- Supported business performance tracking through R, SPSS, and BI tools
- Presented data-driven insights to cross-functional teams to improve strategic decision-making

**Team Leader** | [Getir](#), Groningen

05/12/2022 – 04/07/2023

A Turkish unicorn that offers on-demand delivery services:

- Led the team to become the top-ranked branch across Europe, earning an **A grade** for operational excellence
- Managed operational teams in a hyper-growth delivery tech environment
- Supervised warehouse and delivery operations, staff scheduling, and daily KPIs

**Associate Partner** | [Ferry Wharf Communications](#), Mumbai (India)

A strategic advisory to multinationals and start-ups:

01/08/2019 – 30/07/2021

- Strategic consultant for the IHD Marketplace (B2B & B2G cross-border pharmaceutical platform during COVID-19)
- **Hired**, trained, and managed a team of **25 colleagues**, overseeing sales operations and go-to-market execution

**Account Management Executive**

03/01/2017 – 30/07/2018

- Launched the marketing campaign for Bharat22 ETF, India's largest Exchange Traded Fund subscribed at around **€4 billion**
- Managed product and package design launch for L'Oréal, JW Marriott, JBL and Focal audio

**Senior Marketing Executive** | [BIGin Digital](#), Mumbai (India)

10/12/2018 – 23/07/2019

A full-service digital marketing firm:

- Led the onboarding and partnership-driven market campaigns for **Starwood Marriott** and **Hyatt** Hotels
- Developed co-branded messaging, promotional content, and demand-generation initiatives with high-profile partners
- Managed client relationships to align messaging, branding, joint marketing strategies and reputation monitoring across Facebook, Twitter and Instagram

**Sales & Marketing Team Leader** | [Infibeam Avenues](#), Mumbai (India)

05/10/2015 – 31/12/2016

India's first listed fintech company providing digital payment and transaction solutions:

- Onboarded JustBuyLive - India's largest B2B marketplace Series A **\$20 million**
- Led B2B go-to-market campaigns, product positioning, and merchant acquisition initiatives by **leading 15 teammates**
- Collaborated with product, sales, and external partners to drive adoption of payment gateway solutions
- Developed onboarding processes, co-branded sales materials, and market expansion strategies