

Ryan Netto

Business Analyst – Commercial & Operational Performance

nettoryan@gmail.com | +31 687 392 568 | LinkedIn | ryannetto.com

Summary

Business Analyst with 7+ years of experience driving commercial performance, market expansion, and operational improvement across regulated and sustainability-driven industries. Experience spans circular construction, climate-tech ventures, fintech, and B2B marketplaces. Strong in analysis, regulatory assessment, financial modelling, and translating complex technical capabilities into scalable commercial outcomes.

Experience

Business Analyst | [Zavhy](#), Eindhoven | 3D Concrete Printing - Circular Construction 09/04/2025 – Present

- Led market sizing and regulatory assessment contributing to successful **€1,5 M pre-seed** raise
- Developed commercial deployment model for reinforced 3D-printed concrete elements across 4 use cases
- Structured investor materials and financial positioning supporting capital discussions

Climate Tech Venture Consultant | [BeStart](#), Leeuwarden | Scale-up Accelerator 20/01/2025 – 31/03/2025

- Recruited and supported **12** startups, improving commercial readiness and operational planning

Data Analytics Consultant | [DVJ Insights](#) x [MARUG](#), Utrecht | Marketing Intelligence 01/03/2024 – 30/06/2024

- Conducted statistical analysis on customer datasets for multinational streaming platform (**€6 Bn** revenue company)
- Delivered consumer retention insights influencing customer lifecycle decision-making
- Utilised R, SPSS, and quantitative modelling techniques to translate large datasets into executive-level recommendations

Team Leader | [Getir](#), Groningen | Hyper-Growth Operations 05/12/2022 – 04/07/2023

- Led operational team of **15** members in high-volume last-mile delivery environment
- Improved branch performance to top-ranked (**Grade A**) across European network through KPIs

Associate Partner | [Ferry Wharf Communications](#), Mumbai | B2B Pharmaceutical Marketplace 01/08/2019 – 30/07/2021

- Built & led a **25-person** commercial team for expansion across American, African and Asian markets
- Structured commercial pipeline development in compliance-driven environment

Account Management Executive | Advertising 03/01/2017 – 30/07/2018

- Supported campaigns: Bharat22 ETF (India's largest ETF, **~€4B subscribed**), L'Oréal, JW Marriott, JBL, and Focal Audio

Senior Marketing Executive | [BIGin Digital](#), Mumbai | Digital Marketing 10/12/2018 – 23/07/2019

- Partnership campaigns for global hospitality brands **Starwood-Marriott and Hyatt**

Sales & Marketing Team Leader | [Infibeam Avenues](#), Mumbai | Payment Gateway 05/10/2015 – 31/12/2016

- Managed a **15-member** team for India's first listed Fintech company

Education

MSc Sustainable Entrepreneurship | Rijksuniversiteit Groningen | 2023-25 *Valedictorian, Ambassador, Class Rep*

BBA, Wittenborg University of Applied Sciences, Apeldoorn | **BSc** Hotel Management, St Andrews, Mumbai

Skills

Market & Competitive Analysis, Financial & Commercial Modelling, Regulatory & Policy Assessment, Operational Performance Improvement, Go-to-Market Planning, Stakeholder Management, Data Analysis & Reporting

Tools: SQL, R, Python, SPSS, Power BI, Excel, PowerPoint

Languages

English – Native, Dutch and Hindi – Intermediate, French & Marathi – Beginner