

Ryan Netto

Business Analyst – Commercial & Operational Performance

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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

Sustainability Business Analyst | [Zavhy](#), Eindhoven | 3D Concrete Printing - Circular Construction *9/04/2025 – 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

Senior Associate & Partner Liaison | [FWC 360](#), South-Asia | Consultant *01/08/2019 – 30/07/2021*

- Built & led a 25-person commercial team for a B2B Pharmaceutical Marketplace
- Structured commercial pipeline development in a compliance-driven environment

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

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

Account Management Executive | [FWC 360](#), South-Asia | Advertising & Media Planning *03/01/2017 – 30/07/2018*

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

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

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

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

Languages

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