Alberto Nicotra

Economic Development and Market Research. Strategy & Innovation. Advanced Analytics.

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Professional summary

Fifteen years of experience in delivering innovation, market research, and strategy insights based on quantitative and qualitative analytics for an est. $4m worth of project portfolio.

Breadth of experience in Government, Health, FMCG, Agribusiness, Retail, Logistics, Public Transport, Higher Education, Real Estate, Telecommunications, Resources and Industrial Production, and Fuels.

Key skills

- Advanced quantitative and qualitative data analysis
- Stakeholder and customer relationships development
- Design thinking and innovative solutions development
- Financial, risk and operations modelling and optimisation
- Minto's principle reporting to executives and government officials
- Innovation research design, execution, and initiatives implementation
- Project management and implementation by leading cross-functional teams
- R, Python, Visual Basic, Excel and Microsoft Apps, SQL, PHP, Three.js, JavaScript, HTML and CSS

Career summary

- 2020   – Analytics, Development & Research | Indive Analytics Pty Ltd
- 2020   – Cofounder and COO | Clueo Clinical Pty Ltd
- 2022-23 – Volunteer Member | DDSW Regional Community Forum
- 2018-19 – Passenger & Network Innovation | Yarra Trams
- 2017-18 – Strategy and Innovation | Linfox Logistics
- 2016-17 – Strategic market analytics | Linfox Logistics
- 2010-15 – Industrial restructuring research | International biofuels industry
- 2012-14 – Marketing representative | Ferox Communications
- 2013-14 – Innovation research (MOOCs) | Monash University Academic Language & Learning
- 2011-12 – Industrial restructuring research | Plus Trianta Sustainability
- 2009-10 – Marketing research (CX) | Vodafone
- 2008-09 – Strategic research (ARC) | Imperial Chemical Industries

Memberships and organisations

- 2022- now – Queensland innovation hub | Advance Queensland
- 2021- now – Dalby Chamber of Commerce | Dalby Chamber of Commerce & Industry Inc.

Experience

2020/02 -
Current

Director – Analytics, Development and Research
Indive Analytics / Management Consulting

Responsible for
- Corporate registrations, human resources, legal, taxation, payroll, and other Director duties for startups
- Quantitative and qualitative data analysis and reports, based on primary and secondary data collection and interpretation
- Developing website, webapps, plugins, advanced algorithms, and analytics models and prototypes creation (incl. Arduino), content management and marketing
- Pursuing business development opportunities by liaising with government across levels, industry stakeholders, businesses and communities

Achievements
- Over 50 websites, web applications and custom analytics solutions benefitting medium enterprises
- Cofounded and assisted the launch of five startups with current net worth over $500,000
- Delivered 3 research reports worth $20,000 to several government entities in Queensland (AU)
- Provided data input and coordinated three community projects in the Western Downs (QLD, AU)

2020/02 -
Current

Cofounder and Chief Operating offier – Analytics, Development and Research
Indive Analytics / Management Consulting

Responsible for
- Corporate registration, human resources, legal, taxation, payroll, finance and IT
- Process mapping and optimisation, customer journey analysis, business intelligence, content management, and marketing
- Pursuing business development opportunities thought the preparation of business cases based the analysis of internal and external data sources, customer and competitor intelligence

Achievements
- Delivered a steady increase in profitability of about 80% YOY
- Managed and hired three corporate teams oversee operations
- Analysed corporate data and successfully implemented emerging insights resulting in revenue growth, cost reduction, and increased customer satisfaction
- Delivered over 140 targeted marketing campaigns

2022/05 -
2023/12

Regional Community Forum – Volunteer Member and DDSW Representative
Office for Rural and Regional Queensland / Department of the Premier and Cabinet

Responsible for
- Investigating and pursuing opportunities to inform and influence government policy by giving a voice to local communities, working with other Forum Members and government officials
- Take initiative to contribute to the welfare of local communities in the Darling Downs SouthWest

Achievements
- Attended and contributed to every plenary forum meeting and working group
- Formulated a research plan to help community members investigate possible cross-border issues
- Delivered strategic thought leadership, 7 data analysis reports, and 5 artefacts to assist the Forum
- Contributed Forum submissions of Wind power, Housing, Alcohol policy, and Path to Treaty

2018/08 -   **Advisor – Passenger and Network Innovation**
2019/12   *Yarra Trams / Franchise managing the largest tram network in the world*

       Responsible for
- Analysing operations and government data to develop new analytics methods, identify policy and market trends impacting the multimodal revenue bottom line, and propose value-add initiatives
- Developing advanced analytics models, simulations and forecasts to describe business and policy outcomes in the proposals of business cases for the State and the Executive board
- Representing the company within the State Revenue Committee and towards related stakeholders
- Initiating cross-departmental and inter-organisational projects involving multiple stakeholders
- Providing strategic advice to the Executives to support the development of new strategy focus areas
- Preparing structured reports to support senior management and executives' decision making
- Proposing new strategic research agendas to the State, internal and external stakeholders
- Steering a cross-functional and inter-organisational revenue protection and development committee

       Achievements
- Coached a team of four interns to deliver ground-breaking innovation to the State and Senior Leaders using design thinking and agile methodologies
- Delivered a core portfolio of 260 activities towards the State and shareholders resulting in department responsibility expansion and corporate growth
- Identified and supported revenue initiatives for a total worth of $1.5m
- Managed and grew an online panel of over 3,500 marketing research participants, supported surveys design and delivery to the panel, and performed analysis and presentation of insights
- Developed new market research and analysis methodologies leveraging all available data sources to support franchise contract commitments, the State and other multimodal system participants

2017/06 -   **Analyst – Strategy, Innovation, and operations development**
2018/06   *Linfox Logistics / second largest third-party logistic provider in Australia and APAC*

       Responsible for
- Performing strategic quantitative and qualitative analysis on operations improvement, technology and industry trends, growth opportunities, customers, competitors, and the broader economy
- Using quantitative and qualitative analysis to deliver strategic plans and innovation proposals
- Managing multiple projects involving cross-departmental teams and external stakeholders, including universities and innovation laboratories, in a detailed, outcome- and deadline-oriented way
- Providing structured report advice to Executives and senior managers to support the development of functional strategy areas aligned with the overall corporate strategy and decision-making
- Applying design thinking and agile methodologies to elicit business requirements and shape new initiatives, ensuring senior leaders' expectations are met
- Researching and developing new methodologies to tackle challenging business issues

       Achievements
- Delivered a core portfolio of 57 projects worth over $1.4m est. in consulting fees towards corporate customers resulting in business growth and increased contract retention rate
- Delivered a strategy and innovation portfolio of over 40 projects and associated risk mitigation plans ensuring business outcomes were met across eight functional areas of the organisation
- Led 5 teams through problem definition, strategic alignment and early solution implementation
- Facilitated presentation of numerous proposals to Executive Leadership Team and Board
- Received recognition from the Human Resources Executive for extraordinary performance

2016/02 -   **Analyst – Strategic market analytics**

2017/06   *Linfox Logistics / second largest third-party logistic provider in Australia and APAC*

Responsible for

- Assisting decision makers through quantitative and qualitative data analysis informing strategy frameworks such as PESTEL, Porter's five forces model and SWOT
- Preparing reports based on the Minto's principle about compelling market trends and opportunities to support senior management
- Improving management and accessibility of company data to shorten solutions delivery timelines
- Building and testing hypotheses, leading quantitative and qualitative data collection plans and analysis to develop strategic insights, business-cases and capital expenditure applications
- Sourcing and managing the collation of customer and competitor intelligence, and international benchmarking data through desktop and primary research
- Conducting internal team training to enable cross-skilling and transfer core capabilities

Achievements

- Delivered a core portfolio of 54 projects worth over. $800,000 in consulting fees towards corporate customers resulting in business growth and increased contract retention rate
- Created 2 econometric models to support corporate strategy
- Facilitated competitive entrance into 2 markets resulting in corporate revenue increase
- Supported over 20 strategic value propositions leading to revenue growth
- Facilitated presentation of strategy workshops with Executives and Senior Management

11/2012 -   **APAC Marketing Representative**
05/2014   *Ferox Communications L.S. / high capacity wireless telecommunications solutions in Spain*

Responsible for

- Developing market insights based on analysis of industry reports and interviews with stakeholders
- Providing marketing and sales information on the company's products to identified stakeholders

Achievements

- Delivered a portfolio of 5 projects worth $40,950 est. in consulting fees
- Executed extensive market and industry analyses resulting in establishment and management of relationships with international stakeholders

03/2013 -   **Research Assistant – Research in Academic Language and Learning**
12/2013   *Monash University / one of Australia's leading universities ranked in the world's top 100*

Responsible for

- Interviewing users of Open Online Courses to develop customer journey insights
- Prototyping and tested different online engagement strategies, software and formats

Achievements

- Delivered projects worth $20,425 est. in consulting fees
- Lead the organisation of three inter-institutional conferences and ten public lectures
- Analysed Online engagement strategies through semi-structured interviews and questionnaires
- Created five structured reports on research findings and published 1 paper

06/2011 -   **Partner – Industry Research**
07/2011   *+Trianta / project-based boutique consultancy formed in 2011 in Australia*

Responsible for

- Managing a team of three to gather and analyse quantitative and qualitative data on climate change, industrial restructuring and agri-business strategy for the Sri Lankan tea industry
- Proof-reading, editing and discussing research outputs with the team

Achievements

- Delivered a project worth $10,950 est. in consulting fees
- Two publications on the Sri Lankan national press and mention on national television

06/2008 -   **Research Coordinator – Strategic Analysis for Imperial Chemical Industries**
08/2008   *Bocconi University / top 20 EU universities for economic and management, based in Italy*

Responsible for
- Translating theoretical insights from academic studies into actionable questionnaires from the collection of quantitative data on the Architecture, Routines and Culture of the customer
- Establishing a research plan and selecting appropriate data analysis techniques
- Crafting and analysed questionnaires bringing together quantitative and qualitative insights
- Managing a team of four in the preparation of a structured report

Achievements
- Delivered a strategy project worth est. $25,950 est. in consulting fees
- Enabled the leadership of the customer company prepare for acquisition

03/2008 -   **Marketing Research – Market Research for Vodafone**
06/2008   *Collegio di Milano / competitive entry institution for the top 100 students in Milan, Italy*

Responsible for
- Leading a team of six to collect and analyse primary consumer data on targeted services
- Liaising with the customer to gather scope and objectives of the project
- Designing the research method and protocol, including a survey to consumers
- Analysing quantitative and qualitative data collected by the project team
- Creating a structured report for the customer

Achievements
- Delivered a marketing project worth $18750 est. in consulting fees
- Enhanced customer's value proposition and consumers' experience

Demonstrated Core Skillset

Quantitative data research and analysis

- Developed quantitative models to support multiple business stakeholders attain strategic objectives
- Evaluated opportunities for data inference from available internal and external data sources
- Extracted and merged data sets, segmented data, and distilled complex information
- Analysed data via advanced analytics software (SPSS, R packages) and Excel, creating actionable visualisations and reports to meet senior business leaders' decision-making requirements
- Gathered qualitative and quantitative data from internal and external corporate and government stakeholders, through publicly available resources and primary data collection exercises

Qualitative data research and analysis

- Obtained qualitative data by designing and conducting semi-structured interviews and extensive international academic and business literature reviews
- Created qualitative databases collating news records, reports and transcribed interviews
- Analysed qualitative data through NVIVO software resulting in enhanced strategic initiatives, validating quantitative data analyses and deriving key insight for market analyses
- Developed semi-quantitative and qualitative models to enhance business process mapping, root cause analysis and corporate innovation

Design thinking, validation and solution design

- Mobilised cross-functional-teams, internal and external business and government stakeholders to interpret complex data, deliver superior analytic insight, and evaluate business opportunities
- Collated quantitative and qualitative data analyses to create structured reports based on the Minto's principle, with concise recommendations to senior leaders and executives to guide decision making
- Collaborated with key financial business stakeholders to create cost and revenue models underpinning value propositions based on qualitative and quantitative research
- Created strategy roadmaps including monitoring provisions and guidance on prototyping, executing proof of concepts and establishing business cases for value propositions

Education

**2010/09 -
2015/09**

PhD in Foreign Direct Investment in Biofuels and Sustainable Development
Monash University / one of Australia's leading universities ranked in the world's top 100

- Designed and executed the project, which contributed to the biofuel strategy of African countries
- Liaised with senior corporate executives of biofuel companies, consultants, NGO representatives, local communities and government officials and academics for industry data in Madagascar
- Analysed financial and agronomic data via quantitative modelling
- Analysed interviews in NVIVO for discourse analysis and testing quantitative modelling outcomes
- Published original research and delivered seminars in biofuels conferences internationally

**2009/02 -
2010/09**

Masters' in International Development and Environmental Analysis
Monash University / one of Australia's leading universities ranked in the world's top 100

- International Development and Corporate Sustainability Management
- Completed project using advanced analytics (factor analysis) to create a development model of Victorian Local Government Areas with the objective of providing a conflated global and local development index that enabled prioritisation of public infrastructure investment

**2005/09 -
2008/09**

Bachelor (Hons) in International Economics and Management
Bocconi University / top 20 EU universities for economic and management, based in Italy

- Business Strategy, Advanced Data Analysis, Finance, Management, Economics and Law
- Delivered project on climate change as multi-level competitive advantage in the cement industry that enhanced Italian cement manufacturing strategy and EU-level lobbying activities

Professional Development

2019/06	Customer Experience Strategy and Design	| Royal Melbourne Institute of Technology
2017/09	Financial management in operations	| Australian Institute of Management
2017/08	Change management	| Optimise (TMS) consulting
2017/07	Design thinking	| Commonwealth Bank of Australia
2016/04	Project Management	| Monash University
2013/05	Business Writing	| Monash University
2008/09	Applied Research	| Bocconi University

Languages

English (fluent), Italian (fluent), Spanish (intermediate), French (intermediate)