

# NADIR AIT-LAOUSSINE

strategy consulting | program management | experience & visualization

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## EXPERIENCE

### **Nomadic Foundry**

2015 - Present

#### *Founder, Client Services Lead*

Growth strategy consultant for small & medium businesses. Served multiple clients in assessing opportunities around customer, market, and location growth. Served as interim product development manager for web platform.

### **Urban Mobile Sensors**

2015 - Present

#### *co-founder, Business Strategy & Analytics Lead*

Lead product strategy and business development for IOT startup looking to provide low cost mobile and passive sensors to measure urban road and environmental quality. Defined product and service offering, and negotiated pilot programs with participating cities. Build back-end analytical infrastructure, and actively lead the development of onboard software to maintain data quality and consistency.

### **DigitasLBI**

2014 - 2014

#### *Vice President, Strategy & Analytics*

Lead development of analytics driven content development for financial education platform. Lead audience assessment and communication strategy for financial education platform. Active member of *StartupConnect* initiative.

### **McKinsey & Co.**

2008 - 2014

#### *Research Manager, Global Geospatial Analytics*

#### *Research Team Leader, Geospatial Analytics*

#### *Senior Analyst, Geo-Demographics*

Lead transformation & professionalization of specialized analytics capability in geospatial analytics. Lead multiple geospatial engagements in financial services, telecom, retail strategy, and cities & economic development. Lead development of national benchmarking initiative for financial services. Coached and mentored nearly 20 professionals across levels and divisions. Active member of local office leadership team. Faculty on Senior Knowledge & Insights Learning Lab (SKILL). Lead *University Outreach* and *TechHunt* initiatives.

### **Citizens Financial Group**

2004 - 2008

#### *Vice President, Corporate Marketing*

#### *Assistant Vice President, Corporate Marketing*

Developed standardized market opportunity methodology for in-market investments. Lead transformation of marketing analytics platform to reduce update cycle while increasing number of data feeds and improving key definitions. Provided ad-hoc market and competitive analysis support for location strategy and distribution planning.

### **ESRI**

2003 - 2004

#### *Regional Sales Manager (CT & RI)*

Worked with existing and prospective clients to understand needs and deepen business relationships.

### **Vanasse Hangen Brustlin**

2002 - 2003

#### *Senior Analyst, Geographic Information Systems (GIS)*

Lead commercial GIS work for clients in financial services, telecom, and real estate & development.

### **cubescape, inc.**

2001 - 2002

#### *Founder, Client Services Lead*

Implementation of edificium platform with acquiring company.

### **edificium, inc.**

1999 - 2001

#### *Co-founder, Platform & Technology Lead*

Lead development of workflow management platform in the construction and real estate industry.

## EDUCATION

### **Harvard University**

Graduate School of Design

1996 - 1999

#### *Master of Urban Planning*

#### *Master of Landscape Architecture*

Focus on Planning Support Systems, Planning & Design Technology, Real Estate Development.

### **University of Michigan**

School of Natural

Resources & Environment

1991 - 1996

#### *Bachelors of Science in Natural Resources*

Concentration in Natural Resources Management and Land Planning, with special focus on modeling and analytics.

## PUBLICATIONS

- The 6 types of people you need, Medium, February 2016
- Three coworking plays, Medium, January 2016
- The Metaphors of coworking, Medium, December 2015
- Transforming cities through GIS technology and geospatial analytics, McKinsey Center for Government, 2014