

# Alejandra Mones Colom

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## Profile

I'm driven by understanding markets, people and emerging trends, and using that insight to shape how new products are built and brought to market. My experience spans climate-tech and health innovation, where I've worked on market and commercial due diligence, evaluated early-stage technologies, and helped turn complex research into clear strategies, products and partnerships. I enjoy sitting between data, creativity and execution, building commercial cases, shaping go-to-market approaches and working closely with technical and commercial teams to move ideas from concept to reality.

## Education

**Imperial College London, MRes in Bioengineering – Medical Device Design & Entrepreneurship** Oct 2021 – Sep 2022

**Grade:** Honors 2.1 (Upper Division)

**University College London, BSc Medical Sciences and Engineering** Sep 2017 – Jul 2020

**Grade:** Honors 2.1 (Upper Division)

## Relevant Experience

**EcoNomad Solutions Ltd, Chief Operating Officer (COO) & Director** May 2024 - Present

- Built market sizing, pricing and unit-economics models to shape portfolio positioning and go-to-market strategy, supporting a £1m seed fundraising process and the negotiation of a £6m multi-year commercial contract.
- Led brand and go-to-market development, creating brochures, sales decks, pitch presentations and the company website, and growing social channels by ~50%, translating complex technology into clear commercial narratives.
- Ran insight-led marketing and partnership outreach, generating £150k in revenue and securing £400k in grant funding through structured commercial and impact cases.
- Built commercial partnerships with corporates and SMEs to drive adoption of sustainable technologies.

**UCL Business, Physical Science & Engineering Associate Business Manager**

Aug 2022 - May 2024

- Led market and commercial due diligence on early-stage technologies and supported IP strategy and commercialisation pathways for 40+ academics, informing licensing and spin-out decisions.
- Developed opportunity briefs, pitch decks and executive presentations, translating complex research into clear commercial narratives for investors and industry.
- Organized IP4U a cross-university event (UCL, Imperial, Oxford, Cambridge) showcasing work from up to 80 researchers.
- Led IO Lab, a joint program with UCL Tech Fund and London Business School, to equip academics with commercialisation skills.

**LifeArc, Technology Transfer Fellow**

Jun 2022- Dec 2022

- Conducted due diligence on emerging health technologies to assess market potential.
- Worked closely with academic researchers to bridge research and industry pathways, enhancing impact outcomes.

## Imperial Department of Bioengineering

**Research engineer**

Oct 2021-Sep 2022

- Developing a lateral flow immunoassay as a point of care device at the monitoring stage for ovarian cancer patients.
- Conducting a market analysis, elaborating a business plan, and preparing elevator pitches for my lateral flow application.
- Networking with successful entrepreneurs, clinicians, regulatory bodies, and financial institutions to bring the device forward.

## Barclays Investment Bank

**Graduate Program, Fixed Income, Rates Sales Graduate**

Oct 2020 – Oct 2021

- Analysed macroeconomic and fixed-income market data (rates, inflation, central bank policy), tracking trends and drivers to support daily market outlooks and strategy discussions.
- Monitored markets and built analytical tools and reports, translating fundamental and technical data into clear presentations and insight notes for internal teams and clients.

## Skills & Interests

**Languages:** Spanish (Native), Catalan (Native), English(Professional), French (Basic), Portuguese (Basic)

**Interests:** Volunteering with animal shelters (RSPCA, Greenwich Wildlife Trust), videomaking, painting, volleyball