

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.
- rove 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 later 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