

## IMAD RIACHI

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### SUMMARY

Strong leadership & management experience with deep technical expertise. Held critical leadership roles in \$1Billion+ revenue businesses. Successfully led digital transformation and turnarounds, and built teams that won award winning products in fintech, IoT and smart energy. Consultant, advisor and business angel. Previously: Managing Director at Ovo, Data Science manager at Facebook, Chief Scientist and VP Product at Essentia Analytics and quant at Goldman Sachs. PhD Neuroscience & MSc Robotics.

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### PROFESSIONAL EXPERIENCE

#### Neoinformatix Ltd - London, UK

##### Founder & CEO

2020- Now

Neoinformatix Ltd. is a boutique firm offering strategy consultancy services for deep-tech and data-driven organisations, working with scale ups, multinationals, PE and governments.

#### Ovo Energy - London, UK

*Joined Ovo to build the data & analytics organisation and strategy for the whole group. I was promoted to managing director of the smart grid technology business, which owns proprietary technology for smart intelligent grid algorithms providing domestic demand side response ( DSR ) services for the grid.*

##### Managing Director - Kaluza previously VCharge ( <https://www.kaluza.com> )

Sep 17-Jan 19

- **Turnaround:** Complete turnaround in the first 6 months of a startup acquisition integration gone wrong ( 30 employees ) on all dimensions: team, tech, business model, under-delivery, culture.
- **Focus:** Shutdown low value/high risk projects and rebuilt the team (30% turnover, incl. senior leadership and founders),and refocused the team's vision and tech roadmap. Put multiple hats on while rebuilding the team ( tech, commercial, product )while hiring senior leadership.
- **Team & Culture:** Grew the team to 35+ people, product-centered, delivery focused organisation with a culture focused on openness and excellence.
- **Commercial:** Redefined the business model, and unlocked alternative revenue streams by pivoting to a platform model. P&L responsibility. Delivered the first commercial pilot at Orkney Islands: diverting excess energy generated by wind turbines into electric storage heaters and water cylinders in people's homes - saving taxpayers in excess of £100MM compared to the alternative: infrastructure building and reinforcement.
- **Media:** VCharge recognised as first of its kind platform in the energy IoT space, through various publications, and positioned at the core of Ovo's vision for the future of energy technology ( [Forbes article](#) )

##### Director of Data Science & Strategy - Ovo group ( £1 Billion Revenue )

Feb 17-Dec 17

- **BI:** Restructured and turned around the whole BI team to a top performing centralised team split into data ops & insights functions. The team delivered £25MM+ value in the first half. Grew the team to 16 employees.
- **Data Infra:** Devised a data strategy for the business and built a data engineering team (of 4) to evolve the data infrastructure and tools needed to enable Ovo to better leverage its data in a product centric organisation.
- **Data Science:** Built a new data science team (of 4) tackling complex problems using machine learning and AI across the whole group. The team immediately delivered multi million pounds in value within the first few months. Right balance struck between BI and Data Science.
- **Data Driven Culture:** Moved the whole organisation in less than a year from manual reporting to dashboards across all businesses, spearheading a data-driven decision making culture. Spun out a market intelligence team to monitor competition data and run pricing scenarios analysis using market data.

#### Facebook - London, UK

*Most of the work I have done in Facebook is confidential, this is a high level overview.*

##### Data Science Manager - Product Analytics.

Sep 15-Jan 17

- Lead the team of data scientists on the Friend Sharing products in London, including cyclical goal setting, metrics definition, analytical frameworks, deep analytical dives. Put in place best practices and worked on a better integration of the team with our cross functional partners both in London and Menlo Park
- Lead a very high profile internal project to better understand and quantify user behaviour on Facebook, how it has been evolving in the last couple of years, and how it is affected by both the changes in the social media landscape as well as the Facebook app itself. Presented results to the senior FB leadership team.

- Lead a wide internal project to better understand the competitive implications of Facebook ads auction algorithms on the competitive landscape in third party apps ( audience network ) .

## Essentia Analytics ( [www.essentia-analytics.com](http://www.essentia-analytics.com) ) - London UK

*Essentia Analytics is a cloud-based behavioural data analytics software that enables fund managers to capture richer data about both their own behaviour and its context, turning trade, market and biometric data into actionable, personal insights.*

Jul 15 – Now

### Advisory Board Member

- Joined the advisory board after accepting an offer from Facebook to come in to build and lead the Data Science team in London. Providing ongoing support on science/analytics and product strategy.

### Chief Scientist & VP of Product

Apr 13 – Jul 15

- Joined pre-incorporation, partnered with founder/CEO to in leading and steering the strategy of the startup.
- During my tenure with the company, we grew from a 3 to 22-employee company, increased the business valuation more than 20-fold (from £500K to £10M), and signed up top tier financial institutions as clients. We also got a 100% renewal rate from our clients the year I left.
- Lead product development and steered the scientific agenda, leading a team of researchers that built a first in the market algorithms that both measures and quantifies the bottom line impact of users' behavioural biases.
- Lead client sales pitches with the CEO. Presented and discussed our approach in front of C-level executives of some of the world's top financial institutions.
- Actively involved in setting the business strategy, product specs, product pricing and hiring of every employee.
- Co-authored the white paper: '*Behavioural Finance Applied: The Professional Investor's Primer*'

## Goldman Sachs - Securities Division - London, UK.

Feb 11-Apr 13

### Strategist/Quant - Interest Rates Derivatives Algo Quant

- Designed, presented, defended and built from scratch an innovative framework of client flow analysis & auto-quoting for both the EU and US Gov Bonds electronic flow, after liaising with the different stakeholders.
- Designed & implemented live pricing, risk & visualization tools for better insights into markets and firm's portfolios. Designed an algorithm to compute real-time Value at Risk of the whole division's books.
- Solutions deployed in LDN, HKG and NYC.
- Tasked by senior management to determine short-term objectives and longer-term innovation paths in the algorithmic space for the EU government bonds franchise electronic flow.

## World Climate Credit ([mysollars.com](http://mysollars.com)) - Lausanne, Switzerland.

*Innovative web platform for individuals to offset carbon emissions, with a game based marketing approach.*

Mar 10-Feb 11

### Co-Founder & CEO

- Led pitches to investors, devised product specifications, first prototype and co-wrote business model. Led negotiations to sign 2 global players in the carbon offsetting industry. Pitched and received 30,000 CHF financing from the government.
- Winner of the 2011 Geneva Startup Weekend Competition. 6th in Global Startup competition votes.

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## EDUCATION

### Wharton Finance for Executives, Executive Course, The Wharton School, Pennsylvania

Sep 2018

### Ph.D. Neuroscience, Blue Brain Project, EPFL (Swiss Federal Institute of Technology) & IBM, Switzerland

2006- 2010

Thesis: 'Emergent connectivity principles in the Neocortex'. Research at the intersection of supercomputing, large-scale biophysical modeling & statistical analysis. Investigated the interplay between connectivity & dynamics.

### M.Sc. Micro-Engineering in Robotics and Autonomous Systems, EPFL, Switzerland.

2004-2006

Projects included robotic collaboration protocols & robot associative learning by observing a human.

### B.E. Computer and Communication Engineering, American University of Beirut, Lebanon.

2000-2004

Intelligent systems, large-scale sensor networks monitoring (published), digital signal processing, robotics.

### Summer Internship at the Bio Robotics Lab, at the Robotics Institute, Carnegie Mellon University, USA

Summer 2003

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