

RICARDO CELLERI

Innovation and New Ventures Lead, Deloitte Consulting LLP
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PROFESSIONAL SUMMARY

Strategic leader with proven success launching new market offerings and 9+ years of experience driving P&L improvement, developing product pricing, and market-entry execution across Deloitte's Consulting, Investment, and Innovation practices. Experienced advisor to SP500 leaders across Tech, PE, healthcare, and defense sectors.

Core Skills: P&L Management, Investment Case Development, Investment Management, Market Sizing, Financial Modeling, Go-to-Market Strategy, SaaS Pricing, Partnerships & M&A, Analytics & Forecasting (R, Python, SQL, Tableau), Talent Strategy/Hiring, Fluent in Spanish, Conversational in French

PROFESSIONAL EXPERIENCE

Corporate Development Advisor – Aurelius Systems | San Francisco, CA | 2026-Present

- Lead due diligence analysis of acquisition target across Investment Banking, Corporate Law, and Consultant teams helping the Founder make a strategic investment decision to 3x the size of the company.

Innovation and New Ventures Lead - Deloitte Consulting LLP | Chicago, IL | 2024-Present

- Founded Deloitte's Startup Incubator by securing \$5M Investment including financial models and investment case highlighting short-term and long-term viability and ROI scenarios of having an internal incubator.
- To pursue a \$3B market, conducted market sizing and viability analysis resulting in the launch of Deloitte Benefits IQ, an employee benefits platform for the public sector.
- Drove a \$40M exit decision through P&L, financial viability, and market sizing analyses of a SaaS business.
- Led sales strategy for \$100M opportunity, including securing exclusive pricing agreements across Salesforce, ServiceNow, and Appian allowing Deloitte to develop a proprietary product that could be taken to market.

Senior Consultant - Deloitte Investment Fund Operations | Deloitte Consulting LLP | 2023-2024

- Led strategy and analytics for a \$300M/yr. investment portfolio, developing fund allocation, contingency, and ROI frameworks that shifted allocation from qualitative judgment to analytically driven prioritization.

Senior Consultant - Healthcare | Deloitte Consulting LLP | 2024

- \$20M+ in annual savings identified through a cost recovery and ROI analysis of a national healthcare system.

Private Equity Operations, Senior Associate - NextGen Growth Partners | Chicago, IL | 2023

- Developed and deployed OKR Performance Management framework to improve portfolio company operations and drive annual investment and budget decision making processes.

Strategy Manager - Office of the Chief Data Officer | Cisco Systems | San Jose, CA | 2022

- Designed data monetization strategy focused on improved data collaboration across product teams to streamline product innovation and facilitate new service development.

Strategy Consultant - Office of the COO | UnitedHealthcare | Minnetonka, MN | 2022

- Drove Gen Z and Millennial user growth and retention through sales channel analysis including UX gap analysis of UHC's web, mobile, and social tools and digital operations.

Strategy & Analytics Consultant | Deloitte Consulting LLP | Washington, DC | 2016-2021

- \$500M in potential savings identified by leading data analysis for a four-company retail merger with combined COGS exceeding \$8B, using price and SKU rationalization in R
 - Introduced ML models in Python and R for a Defense health system to identify cost and performance drivers and anticipate COVID-19 demand surges, supporting capacity planning during the pandemic.
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EDUCATION

University of Michigan - Stephen M. Ross School of Business | MBA, High Distinction (STEM)

- Data and Business Analytics Concentration; Beta Gamma Sigma: Upper 20 percent of the MBA 2023 class; Dean's List 21' and 22'; Full Company Sponsorship (top 1%)

University of Richmond | B.A. in Political Science and French, Magna Cum Laude

- GPA: 3.68/4.00, Magna Cum Laude; Political Science Department Excellence Award, 2016