Denisa Naidin

Doctoral researcher
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PROFESSIONAL PROFILE

My background blends 9 years of professional experience in public policy in high technology areas with an academic interest in ecosystems and business strategy. I am passionate about entrepreneurship and innovation, particularly with respect to industries or regions undergoing significant change. I am currently doing a PhD focusing on innovation strategies and the support ecosystem of the space sector.

SKILLS

- Big data analysis using a wide variety of methodologies and tools (R, Stata, SPSS, Python)
- Devising qualitative studies, with experience in planning and running structured interviews and focus groups, collecting and interpreting case studies etc.
- Policy analysis, with contributions to national and EU-level policies
- Geographic data analysis using GIS tools such as R and QGIS
- Languages: trilingual English, French and Romanian

EDUCATION

Université Toulouse 1 Capitole (Toulouse, France), Toulouse School of Management and Toulouse Business School   2019 - present
PhD in Management Science and Strategy

My current focus is on the recent evolution of the space industry and the positioning adopted both by new entrants and by established players in terms of business models, niche exploitation, collaboration behaviour and funding sources sought. The objective of my research is to shed light on the structuring effect of existing supply chains and funding streams on the types of innovations new entrants introduce, but also to understand the transformation of the space ecosystem under the impetus of technologies and models coming from other industries.

University College London (London, UK), Centre for Advanced Spatial Analysis   2017-**2019**
Graduate researcher in Advanced Spatial Analysis

My research in UCL focused on the spatial and non-spatial determinants of innovation in a high-technology industry undergoing structural changes. I explored ways in which the sector under study —biopharma- was transformed by the introduction of radically new technologies, the re-design of business networks and the evolution of supply/collaboration interactions with related/unrelated industries. I was particularly interested in understanding the different behavioural patterns of companies with regards to business models, location, collaborations, R&D expenditure, patenting and new product development.

Vrije Universiteit Brussel (Brussels, Belgium), Faculty of Economics and Solvay Business School   2013
                                                            Cum laude
MSc in Management   GPA: 71%

Taught in English, this MSc programme looked at both macro- and micro-economics, quantitative data analysis and econometric modelling. My thesis focused on regional funding policies and developed a clustering model for predicting fund absorption. It aimed to highlight connections between sectoral investment priorities, precursor conditions and deployment mechanisms, providing decision-makers with information on policy options aimed at increasing the efficiency of investment. The thesis received a 90% score.

Université Libre de Bruxelles (Brussels, Belgium), Faculty of Political Science and Solvay Business School   2010
                                                            Magna cum laude
MA in International Relations   GPA: 82%

Taught in French and English, this MA programme developed advanced expertise in international economics and public policies, and gave an excellent overview of quantitative and qualitative techniques for research design. My MA thesis combined quantitative and qualitative analysis of economic indicators of exclusion; it received a score of 87.5%.

Babes-Bolyai University (Cluj Napoca, Romania), Faculty of European Studies   2008
BA in International Relations   Summa cum laude
                                                            GPA: 98%

The BA programme covered all basics of international relations, while providing specialised training in European economics and essential research methodologies. My Bachelor thesis received a score of 100%.

EMPLOYMENT HISTORY

UCL Business – UCL's technology transfer office   May 2018 – July 2019
Portico Ventures Programme Manager

My current role with UCL Business allows me to support technology transfer between academia and industry, particularly in high-technology areas such as machine learning and robotic process automation.

Innovate UK – the UK's innovation agency   August 2015 – April 2018
Portfolio Manager

As part of Innovate UK, I designed and deployed global funding streams supporting economic development and business-led innovation. I collaborated with the Satellite Applications Catapult – the UK's excellence centre in space tech – on several projects in my portfolio.

Future Cities Catapult – the UK's urban excellence centre   May 2015 - August 2015
CR&D Bid Administrator

My short stay with the Collaborative Research and Development team in the Future Cities Catapult focused on pulling together multi-sector teams to co-design innovation-focussed projects on topics as varied as UX design for public transport, city-wide environmental monitoring and big data analysis and visualisation.

EUROCITIES – the network of large European cities   February 2011 - April 2015
CR&D Project Coordinator

I mainly worked on EU-funded projects in the field of innovation. My role involved coordinating these initiatives bringing together European policymakers, local governments, businesses and universities.