



MARIEL AIM

Strategy & Business Analytics

PERSONAL PROFILE

Analytical individual, passionate about topics such as business innovation, automation and artificial intelligence. I value 'getting things done' attitude, courage and thinking outside of the box. I enjoy learning new things which simplify how companies do business, how processes work or which create value to people and make their lives easier.

WORK EXPERIENCE

Head of Business Analytics

BOLT TECHNOLOGY | JUN 2021 - PRESENT

- Global expansion and business analytics for ride-hailing
- Core domains - financial planning, investment strategy, pricing, business modeling, market research, vertical vision
- Strategic & tactical expansion planning and execution
- Leading and coaching a team of business analysts

Business Analyst for global expansion

BOLT TECHNOLOGY | JUL 2019 - MAY 2021

Transaction Advisory Consultant

ERNST & YOUNG | AUG 2016 - JUN 2019

- Financial and commercial due diligence
- Side projects related to business modeling and M&A
- Started off as an Audit Consultant, providing financial assurance in various industries from banking to retail

Real Estate Agent

DOMUS REAL ESTATE | FEB 2015 - AUG 2016

- Responsible for the whole sales and rent process of residential and commercial real estate

EXPERIENCE WITH TOOLS

- EXCELLENT | Excel & Google Sheets, PowerPoint, Looker
- BASIC | Python, SQL

SKILLS AND STRENGTHS

- "Let's do this" attitude
- Complex business modeling and effective data visualisation
- Strong data processing and analytical skills
- High project and time management skills
- Languages: English (fluent), Estonian (native)

SIDE ACTIVITIES

- **2021 - PRESENT** Published an online course in Udemy.com named "Master Reporting Automation with Google Sheets"
- **2019 - PRESENT** Technology blog dedicated to business people who learn about new tech - www.marielaim.com
- **2018 - PRESENT** Freelance artificial intelligence and data science researcher and speaker from business perspective
- **2014-2017** Owner and member of the management board of a company operating in the online retail sale of clothing
- **2014 - 2016** Chairman of Student Council during all three years of studies in UT Parnu College. At the peak, the council had 23 member students reporting directly to me.

EDUCATION

M.B.A. | University of Tartu

ENTREPRENEURSHIP AND TECHNOLOGY MANAGEMENT | 2016 - 2018

- Graduated with cum laude
- Specialisation on technologies and processes
- Master thesis: "The Usage and Development Prospect of Artificial Intelligence in Estonian Financial Sector"

DIPLOMA | University of Tartu Parnu College

ENTREPRENEURSHIP AND PROJECT MANAGEMENT | 2013 - 2016

- Diploma thesis: "Financial Efficiency Analysis of Payday Loan Enterprises in Estonia"

CONTACT AND PERSONAL DETAILS

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