

# Clear Horizon

## CURRICULUM VITAE

### Dru de Livera, Digital Strategic Pillar Lead



#### Overview of Expertise

Dru is an experienced digital strategist with a strong interest in using data and technology to drive better social impact and sustainability outcomes. After completing a Master of Commerce, Dru became involved in design thinking and evaluation as the Lead Consultant for international project work focused on Microfinance in the Philippines. From there, Dru has gained a strong skillset working as a Digital Analyst and Strategy and Innovation Consultant, helping a diverse range of organisations plan and execute their digital ambitions. At Clear Horizon, he has worked with clients including the YMCA, World Wildlife Fund and the Great Barrier Reef Foundation and now leads the development of Clear Horizon's Digital Solutions.

#### Qualifications & Training

2015 Master of Commerce (First Class Honours), The University of Melbourne

2014 Bachelor of Commerce (Hons), The University of Melbourne

#### Project Experience

##### Research and Analysis



- Research and analysis to understand the combined effects of COVID related loss of income, lockdowns and new policies on mental wellbeing, household optimism and spending habits for the COVID-19 Impact Analysis, Deloitte Research.

##### Digital Strategy and Analytics



- Designed and delivered tailored impact measurement, evaluation and learning systems for clients including the YMCA, World Wildlife Fund and the Great Barrier Reef Foundation.
- Introduced agile and human centred design tools and processes to enhance Clear Horizon's consulting methodologies and ways of working.
- Helped build Coles' digital analytics capability to drive and optimist the online store experience. This was done through analysis of customer data, developing insights and designing experiments.
- Collaborated with ESPIRIT's digital marketing teams from 6 countries to design, develop, test and launch an automated system to consolidate marketing performance data across multiple channels and campaigns, for all markets.



## Design Systems, Tools and Frameworks.

- Worked with ANZ’s proposition design team to review and develop a cohesive set of tools and frameworks to guide teams at ANZ to efficiently ideate, validate, prototype, develop, test and launch successful products.
- Volunteer project to co-create a system to better measure success in microfinance in the Philippines with Melbourne Microfinance Initiative.

### Positions held

2022-Present	Director of Digital Strategy, Clear Horizon
2021-2022	Product Development Lead, Clear Horizon
2020-2021	Digital and Data Consultant, Clear Horizon
2018-2020	Strategy and Innovation Consultant, Deloitte Digital Australia
2017-2018	Digital Analyst, Deloitte Digital Australia
2016 March-Nov	Start-up Accelerator Associate, The Melbourne Accelerator Program
2015-2016	Head Consultant, Philippines Initiative, Melbourne Microfinance Initiative

### Additional skills

Programming and platform skills:

- Python, SQL, Excel, Tableau, DOMO and Power BI for data analysis, visualisation, and reporting
- Pytorch, TensorFlow, Scikit Learn and Fast.ai for machine learning and deep learning
- Currently completing self-paced online bootcamps for web and app development