



EDOARDO DI ROSA

Strategy & Innovation Adviser | Professor | Founder

I help businesses turn complexity into focused action, stronger decisions, and measurable progress towards their ambitions.

HOW I CAN HELP



Strategy Definition and Implementation

I help leadership teams turn ambition into clear strategic direction and practical action. This includes aligning on priorities, focusing resources on the most impactful initiatives, and building execution plans that drive progress across the business.*



Innovation

I help teams identify real customer needs, shape strong and testable concepts, and translate innovation into practical roadmaps. The goal is not just new ideas, but meaningful change that is clear, actionable, and scalable.



Selling Methodologies

I help commercial leaders and sales teams improve performance by strengthening pipeline quality, conversion, and speed to sale. This is achieved through tailored selling approaches - from consultative to transactional contexts - supported by practical tools such as lead prioritisation and benefit/cost models.



Problem Solving and Communication

I help teams develop stronger problem-solving and communication capabilities, enabling them to approach complex challenges effectively and move stakeholders to action with clarity and impact. This includes structuring decisions, testing solutions, and crafting storylines that create alignment and drive action.

MY APPROACH



I bring **structure, clarity, pragmatism**, and **proven problem-solving frameworks**. You bring **deep knowledge of your business, context, and ambition**. The strongest results emerge **when these come together**.



I work side by side with teams to **co-create solutions** that are not only **effective**, but also **practical** and **fully owned** by those responsible for delivering them. This strengthens **accountability**, increases **motivation**, and improves **execution**.



Alongside my consulting work, I **teach Executives** and **MSc Management students** at **ESCP Business School** (ranked #4 in Europe by the FT) in **Business Strategy, Problem Solving**, and **Business Communication** - allowing me to combine **academic rigour** with **hands-on pragmatism**.

* I also offer access to the [Strategy in Action](#) system — a tech-enabled, expert-guided platform designed to help C-suite leaders translate ambition into measurable results through greater clarity, accountability, and execution discipline.

WHO I WORK WITH



Established Businesses

I work with leadership teams at established businesses to address strategic challenges, strengthen execution, and shape sustainable solutions across areas such as business strategy, innovation, market landscape analysis, go-to-market strategy, and portfolio optimisation.



Start-Ups and Accelerators

I support start-ups - either one-to-one or through accelerator programmes - to become more investment-ready. This includes sharpening their value proposition, strengthening strategic thinking, improving business plans, and ensuring a clear focus on traction, pragmatism, and scalability.



Consulting Firms

I support consulting firms as a senior, delivery-focused resource who can step into project lead roles with structure, credibility, accountability, and strong client engagement.

CLIENT FEEDBACK

High-impact delivery and leadership

"Edoardo worked as the project lead on a high-impact strategy engagement for one of our major energy clients. He brought focus, structure, and full accountability to the delivery of the work, playing a key role in driving the project to a successful outcome."

[N. Stylianakis - Head of Professional Services & Global Operations @ 3Horizons]

Trusted and credible strategic support

"During our critical project - developing and executing the strategic plan of a leading Redbrick University - Edoardo was a fantastic asset to the team in his role as Project Leader. Edoardo was a diligent, trustworthy and hugely credible presence for ourselves and the client - developing significant trust over the course of leading and completing the engagement. We continue to work closely on a variety of other projects!"

[B. Davis - Head of Growth & Business Development @ Strategy in Action]

Strong outcomes across strategy and accelerators

"Edoardo has been a highly effective and reliable strategic advisor to CPC, contributing both to the definition of our internal strategy and the success of start-ups in our acceleration programmes. His work consistently reflects a high level of rigour, accountability, and a strong ability to drive tangible outcomes."

[N. Chudley - Head of Strategic Portfolio Built Environment & Local Growth @ Connected Places Catapult]

Clear methodology and actionable direction

"The methodology of the Innovation Workshop is brilliant and is an excellent process for creating a clear and precise path forward, with actionable milestones."

[A. Persson - VP @ Gunnebo Safe Storage]

CURRENT AND PAST CLIENTS



CONTACT

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