
Nicole Davessar



As an Associate with Cityfi, Nicole Davessar advances sustainability and equity in urban environments by implementing creative policy solutions and promoting strategic business development. Her collaboration with clients in the public and private sectors supports initiatives to orient cities around their people and the environment. Nicole approaches her work with both analytical thinking and interpersonal skills that stem from her interdisciplinary background.

Nicole's experience and education are at the intersection of policy, business, consulting, and technology. Prior to Cityfi, she was a Competitive Intelligence Associate Advisor in IBM's Market Development & Insights (MD&I) group, advising executive stakeholders on the strategies of some of IBM's most important competitors and partners. Nicole was selected to lead a highly visible team that analyzed racial injustice in industry and technological contexts and embedded these considerations in decision-making across IBM. Her previous role in MD&I was as a Digital and SaaS Analyst, devising diverse market analyses and recommendations for senior product, marketing, sales, and strategy leaders. Nicole lives in Brecksville, a suburb of Cleveland, Ohio.

EDUCATION

Cornell University, Bachelor of Arts in Economics,
Minor in Policy Analysis and Management

Select Experience

EMBEDDING RACIAL JUSTICE IN IBM BUSINESS DECISIONS

While an Associate Advisor in IBM's Market Development & Insights group, Nicole was selected to represent and lead 40 colleagues in delivering 6 projects that analyzed racial injustice in various industry and technology contexts. She and her team embedded these considerations in dialogues and decision-making across IBM and secured buy-in from the Global Chief Diversity and Inclusion Officer and global general managers. Advising

IBM on how to support racial justice through police reform, Nicole created and spearheaded the Reimagining Police Effectiveness engagement, which recommended approaches based on an analysis of public and private sector involvement and budget, technology, and policy factors.

IBM COMPETITIVE INTELLIGENCE CHAMPION PROGRAM

Nicole advised executive stakeholders on the strategies of SAP and Salesforce, two of IBM's largest and most important competitors and partners, and originated the champion programs for ServiceNow and Palantir as a Competitive Intelligence Associate Advisor in IBM's Market Development & Insights group. She structured and executed in-depth research agendas for all four firms and conveyed her learnings across IBM to yield deal and partnership revenue. Nicole was responsible for cocreating points of view with senior leaders, writing multifaceted narratives on competitors, analyzing company earnings, interpreting firm news and events, and initiating analyst and seller inquiries.