

Personal Profile

A senior, strategic finance professional with over fifteen years' experience in devising and delivering finance operation optimisation in the UK, US and Asia-Pacific. Broad industry experience working across multiple finance areas. A confident and inspiring leader, adept at managing and motivating company-wide financial involvement and managing change to deliver optimum results. Providing a creative and commercially minded approach, analytical judgement coupled with an ability to devise pragmatic easily applicable high impact solutions.

Key Skills

- Strong business acumen tied with analytical skills granting companies the ability to drive and attain goals.
- Cross-departmental communication and collaboration across all levels of the organization, from senior level executives to frontline employees.
- Experience of planning, designing, developing and implementing bespoke company process, policies and systems, from spreadsheets to global systems architecture.
- Pride and passion for developing high-performing, motivated, dynamic, sociable finance teams by sourcing and developing talent, encouraging enthusiasm and innovation.
- Open and welcoming to change, thriving on the challenges, complexities and ambiguities in times of transition.
- Open and honest style of management. I believe that plain, simple and practical is best.

Education

- Microsoft excel DAX206 / 207 – Data Analysis and Business Intelligence Visualisation - 2015
- MBA Master of Business Administration – 2014 (Open University Business School)
- Associate Chartered Management Accountant – ACMA (CIMA) / CGMA (AICPA) – 2010
- BA (Hons) Philosophy and English (2:1) – 2000 (Sussex University)
- A-Levels: English, Maths, Physics, Psychology – 1996

Professional Experience

Owner – DNA Accounts Ltd – October 2019 – Present – Temp. / Contact / Consulting

Finance Director – House of Kaizen / Arc Science - March 2016 – September 2019

Controlling the operational, commercial and statutory financial management and reporting. Updating the process, policies, reach and rigidity of the finance function within an independent agency looking for growth and investment.

Responsibilities:

- Leading the finance team of 5 covering 2 companies (turnover +£15m pa) reporting, performance management, budgeting and forecasting cycles.
- Fully responsible for the treasury and multicurrency banking function.
- Develop KPI dashboards and accessible monthly performance to target reports.
- Design and implement, new process, policies, systems, reporting and analysis.
- Chair and direct exec and leadership team meetings on all financial and commercial matters.

Achievements:

- New process & policies passed investor due diligence and secured offer.
- Introduced new online automated AP system – saving 100+ man hours per month.
- Introduction of departmental KPI and targets achieving – 30% rise in staff utilisation.

Owner / Director - iLunga Limited - March 2014 – March 2016

My final MBA case study required founding a business, following redundancy. iLunga was the result. It was an SME Financial Management Consultancy – specialising in bespoke financial and operations system design and implementation. The central aim being to facilitate the core capabilities of fledgling enterprises looking to expand.

Achievements:

- Immediate impact with positive feedback tackling client business problems and devising appropriate solutions. Clients included Lloyds Register, Doosan and London English Tutors.
- Completing and gaining the MBA (AMBA, EQUIS & AACSB) qualification.

Group Financial Controller (US, UK and Aus.) - Sohonet Group - January 2013 – February 2014**Responsibilities:**

- Full Finance management; within finance department and in all operational functions of the business.
- Personnel management – Global Payroll coordination, calculation and signoff.
- Purchase control, synchronising regional procurement procedure.
- Job and cost control, meet targets, build business profitability.

Achievements:

- Consolidated separate entity monthly management account packs into one unified report, resulting in easier competitive comparison, increased review efficiency and timelier operations feedback.
- Lead international fibre network expansion projects. Providing commercial analysis and planning. Introduced 'cross contract pollination review' – increasing dark fibre / lit fibre yield.
- Group wide design and implement of CRM system to better service customers and focus sales.
- Introduce live pricing model, giving reliable and quick quotes for sales / customers.
- Created new finance system integration (Sage ODBC SQL server to .xlsx live update) enabling month-end close schedule to be brought forward by one week.

Commercial Accountant (Acting FD) for two companies – Elvis and Identica – EdC - Feb 2012 – Dec 2012

International network of discipline-specific marketing agencies

Responsibilities:

- Supervision of shared service finance functions split into: Accounts Payable, Billing, Credit Control, WIP and management accounting.
- Management Accounts. Directing and controlling finance operational procedure, signing off monthly expenditure in line with commercial strategy and statutory requirements.
- Primary Finance Lead for Elvis UK (Turnover £8m) and Identica (Turnover £4m).
- Business Partner to CEO (Elvis UK), MD (Identica) - advising on all matters including: revenue WIP control and Rate card benchmarking.
- Reporting and guidance for Elvis Singapore business expansion project.

Achievements:

- Designed and implemented inter-company shared human resource management process resulting in 40% reduction in contractor costs.
- Implemented a scheme of client 'package reviews' negotiating preferential terms. Reduced rate card with rechargeable scope flux leading to 10% revenue increase.
- Set new travel and entertainment policy with department specific budget controls, returning greater efficiency and consistency in travel planning and a 27% reduction in costs.

Finance Consultancy 2010 – 2012**Premier PR**

- Designed and implemented new financial SP&P, accounting software systems COA, AP and AR methodologies.

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- Designed and implemented new revenue recognition process and policy, US GAAP SOx compliant following takeover by US company eRewards.

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- Introduced and trained new global shared service centre team in Poland on process, policies, SAP.
- European Theatrical reporting, management accounts and SOx control.
- Identified (through region specific investigation) and documented best practise procedures for global policy.

Management Accountant / Revenue Controller - Lowe Worldwide 2007 – 2010

Produced extensive scenario analysis for sustainable future company structure following acquisition of Rivet's (IPG network company). Ensured redistribution of resource across companies saving recruitment and redundancy costs.

- Revenue planning, gap analysis and control across a portfolio of multinational clients with revenue base of £16m.
- Preparation of management accounts (ERP - SAP & Hyperion), forecasting and budgeting (Khalix).
- Supervision and training of worldwide management accounts team regarding all aspects of P&L and BS schedules.