

Curriculum Vitae  
**Daniel Petrak MBA ACMA CGMA**

**PERSONAL DETAILS**

<b>Location:</b>	<b>Surrey</b>
<b>Notice Period:</b>	<b>Immediate</b>
<b>Email:</b>	<a href="mailto:danpetrak@gmail.com"><b>danpetrak@gmail.com</b></a>
<b>Phone #:</b>	<b>07483241380</b>
<b>Driving Licence:</b>	<b>Full UK (clean)</b>
<b>Systems Experience:</b>	<b>SAP; Hyperion; Sage line 50 &amp; 100; Quickbooks</b>

**PROFESSIONAL QUALIFICATIONS:**

2010 Associate Chartered Management Accountant – ACMA (CIMA) / CGMA (AICPA)

**CAREER SUMMARY**

<b>Oct 2019 – Present</b>	<b>DNA Accounts Ltd - Owner Financial Temp. / Contact / Consulting</b>
<b>Mar 2016 – Sept 2019</b>	<b>House of Kaizen/Arc Science Finance Director</b>

**Duties and Responsibilities:**

- Controlling the preparation and delivery of operational, commercial and statutory reporting for both companies (US/UK GAAP) turning over +£15m pa as well as leading the full budgeting and forecasting cycles
- Fully responsible for the treasury and banking function (USD/GBP/EUR)
- Updating and improving the processes, reach and rigidity of the finance function within an independent agency looking for growth and investment
- Developing KPI dashboards and various performance reports for presentation to the Board
- Chairing and directing leadership team on all financial and commercial matters
- Business partnering with MD and Head of Strategy

**Achievements:**

- Introduced rolling forecasts, utilisation reporting, scenario planning and rate card calculations
- Implemented automated AP function and managed outsourced payroll
- 2x HMRC inspection/Investor due diligence/4x unqualified statutory audits

**Mar 2014 – Feb 2016**

**iLunga Limited  
Owner/Director**

**Duties and Responsibilities:**

- iLunga is a 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
- Planned, designed, introduced, implemented, taught new systems
- Advised on operations management and corporate strategy

**Achievements:**

- Immediate impact with positive feedback tackling client business problems and devising appropriate solutions. Clients included Lloyds Register, Doosan and London English Tutors

**Jan 2013 – Feb 2014**

**Sohonet Group  
Group Financial Controller (US, UK and Aus)**

**Duties and 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, synchronised 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 more timely operations feedback
- Led international fibre network expansion projects. Provided commercial analysis and planning. Introduced 'cross contract pollination review' – increased dark fibre/lit fibre yield
- Group wide design and implement of CRM system to better service customers and focus sales
- Introduced live pricing model, gave 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

**Feb 2012 – Dec 2012**

**Elvis and Identica – EdC  
Commercial Accountant (Acting FD) for two companies**

**Duties and Responsibilities:**

- International network of discipline-specific marketing agencies
- Supervision of finance functions split into: Accounts Payable, Billing, Credit Control, WIP and management accounting
- Management Accounts. Directed and controlled finance operational procedure, signed 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) – advised on all matters including: revenue
- WIP control and Rate card benchmarking
- Reported 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, resulting greater efficiency and consistency in travel planning and a 27% reduction in costs

**2010 – 2012**

**Various  
Finance Consultancy**

**Duties and Responsibilities:**

Premier PR

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

Research Now

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

Sony Pictures

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

**2007 – 2010**

**Lowe Worldwide  
Management Accountant/Revenue Controller**

**Duties and Responsibilities:**

- Produced extensive scenario analysis for sustainable future company structure following Rivet's (IPG network company) loss of their primary client (Nokia)
- 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, forecasting and budgeting
- Supervision and training of worldwide management accounts team regarding all aspects of P&L and BS schedules

## *Previous Experience*

### **Transport for London (TfL) - Property Accountant (Jul06 – Feb07)**

Contractor role assisting the Property division of TfL

### **Planet Organic - Financial Accountant (Mar05 – May06)**

Direct reporting to the Financial Director on all aspects relating to the financial operations of 4 retail stores.

### **Good Technology - Financial Accountant (Oct03 – Feb05)**

Responsible for two companies within the GT Network (GT.XM London and Digit) reporting to the GT Financial Director on all aspects relating to the financial operations of these companies.

### **BBC - Assistant Production Accountant (8 month short term contract Feb03 – Sep03)**

Part of a two-person finance team responsible for all accounting records and decision support (maximisation of budget to screen spend conversion working with the producer and exec. producer) of a CBBC production with a £1.5 million budget. First point of contact for all crew, artists and suppliers with regards to financial issues.

### **Scodie Deyong = Trainee Chartered Accountant (ACA Articles) (2001 – 2003)**

Audit and Statutory Account Preparation for companies, trusts partnerships and sole traders. VAT Returns, Small company registration and administration and Income tax returns.  
Institute of Chartered Accountants for England and Wales (2001-2002) – Part Qualified.

### 03

#### **ACADEMIC EDUCATION:**

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

#### **ADDITIONAL INFORMATION:**

- Strong commercial business acumen tied with analytical and advanced modelling skills
- Experience of planning, designing, developing and implementing accounting systems and processes, from bespoke spreadsheets to global systems architecture
- Cross-departmental communication and collaboration across all levels of the organisation, from C-suite executives to frontline employees
- Natural leader adept at managing change whilst fostering motivation, dynamism and performance in an organisation in times of transition