

## VICE PRESIDENT OF GLOBAL FINANCE

*\*Global Financial Planning*  
*\*P&L Management*  
*\*Budgeting & Forecasting*  
*\*Ad hoc Analysis*  
*\*Organizational Re-engineering*  
*\*Fiscal Tool Design & Execution*  
*\*Talent Development*  
*\*Performance & Retention*  
*\*Merger & Acquisitions*

Finance Executive who has successfully established cross-functional partnerships to exceed revenue and profitability goals worldwide. Agile, strategic leader driving fluid operations within marketing, sales, analytics and business development areas of premier Fortune 500 companies. Accountable for multi-million dollar budgets and allocating resources to exceed tangible corporate objectives and cultural change initiatives. Particularly adept at streamlining, reorganizing and leading large, high-caliber staffs productively.

*Consistently forecasts accurately and delivers projects within budget and on time for project budgets up to \$45 Million.*

### **CHANNING & FORRESTER** | *New York, NY*

**2007 – Present**

#### ***Vice President, Global Finance*** (9/2011–present)

- Selected for a newly created strategic internal consulting role for this global consumer products conglomerate to advise on initiatives effecting global positioning for long-term initiatives, specifically related to M&A activity.
- Appointed to lead a project to analyze the go-to-market strategy to drive the business into a Top 5 market and implement the new strategy for the country organization, which has started to reverse five years of profit declines.
- Develop a strategic vision to create a “Center of Analytical Excellence” incorporating offshore resources.

#### ***Director-Commercial Operations, US Sales*** (10/2009 – 9/2011)

- Developed joint business planning, sales analytics and vendor management processes within three months.
- Hired 6 high-potential managers in Commercial Planning, IT, Customer Management, and Communications.
- Partnered with Head of Sales on a new customer segmentation model, increased sales, enhanced key customer focus and improved internal commercial operations capabilities prior to official promotion.
- Designed and selected new business model for tertiary brands to reverse years of brand decline.
- Oversaw a \$10M data budget, including syndicated partner and twenty vendor relationships.

#### ***Director-Business Planning and Analysis*** (12/2007 – 10/2009)

- Partnered with Management and reported to the VP, Business Planning & Analysis to develop yearly and quarterly budgets for organization’s global \$4B operating plan and budget. Developed annual operating plan presentations.
- Managed annual & quarterly forecasts for OTC organization. Performed value added analysis on risks and opportunities and presented options to executives to make informed decisions that delivered revenues and profits.
- Developed a model to deploy strategic plan and annual budgets by country for long term planning purposes.
- Designed, implemented and tracked a model outlining foreign exchange implications on the delivery of USD results.

### **BARSE HEALTH, INC.** | *New Brunswick, NJ & Sao Paulo, Brazil*

**2002 – 2007**

#### ***Finance Director*** (2/2005 – 1/2007)

- Selected as Head of Finance to turn around a \$45M Brazilian consumer product business, generating a \$9.1M profit. Increased sales by 12%, operating income by 97% and gross margin by 18%. Exceeded productivity goals by \$1.7M.
- Managed 12-person team in financial planning, budgeting, M&A activity, accounting, reporting and SOX controls. Re-engineered department to reduce workload by 31% and headcount by 24%, yielding \$375K annual savings.
- Led cross-functional partners to deliver growth, from strategy development to implementation. Planned finances for new product launch that drove 50%+ growth on a strategic brands.
- Reduced obsolescence risk of \$3.7M via weekly meetings to sell off product using different strategies.
- Owned and delivered a 5-year strategic plan, including new product launches which have come to fruition.

Associate Director, Marketing & Sales Finance (6/2002 – 3/2005)

- Reported to the North American CFO to manage a 9-person finance team handling the business analysis and P&L management for promotion, advertising, sales, and marketing finance of the US OTC business, a \$1B+ sales business.
- Restructured team within 3 months, to drive accountability which led to exceeding sales and profit targets and reducing marketing accruals by 30% for both years.
- Delivered analysis and margin management to heads of Marketing & Sales. Approved Marketing Finance activities to drive long-term sales/share/profitability via strategic growth and risk/opportunity assessment.
- Supported direction of \$300M+ marketing investment. Yielded \$20M in savings on marketing and trade spending by reallocating investments. Managed sales G&A, brokers commissions and trade spending activities (\$100M+).
- Integrated a large Barse Health brand acquisition adding 50% more revenue and growing the business by 30%.

SIMPSON FOODS, INC. | Marlborough, MA & Waldwick, NJ

1996 – 2002

Manager-Business Analysis, Cereal Division (1/2000 – 6/2002)

- Performed financial and business analysis for the development of a new product launch strategy across the U.S. Snacks & Cereal Segment. Partnered with Marketing, Sales, CIS, R&D and Global leaders. Managed the \$23M marketing spend.
- Provided financial analysis for multiple business lines (revenues \$97M+) for existing and new product development.

Manager-Financial Planning & Analysis (12/1998 – 1/2000)

- Collaborated with management to develop a \$4B annual operating plan. Strategized with cross-functional teams to develop SKU-level P&Ls using a designed enhanced process, improving accuracy and timeliness of P&L delivery.
- Oversaw the implementation of a new Oracle financial system through the pre-rollout phase.

Senior Associate Brand Manager, Snacks (3/1997 – 12/1998)

- Co-managed two major business franchises with revenue of \$180M and \$63M in profits.
- Co-launched *On-The-Go-Snacks*, which delivered \$21M+ of revenue in Year 1. Led a team of 19+ people to commercialize 9 SKUs in <11 months. Conducted market research to validate concept and volume metrics.
- Managed launch of *Cookie Crumbles*, a line of 7 SKUs with \$35M+ in sales. Identified products in line extensions.

Sr. Financial Analyst, Nabisco, Finance (1/1996 – 3/1997)

- Created a map of consumer-defined segments in the \$52B Snacks marketplace and identified acquisition targets.
- Assisted in developing \$9B annual budget & quarterly updates. Contributed to detailed budget variance tracking
- Served as a key member on the integration team for Kraft's purchase of Nabisco.

EDUCATIONHARVARD UNIVERSITY– *School of Business*

May 2001

MBA, *graduated with Honors* Major: Strategic Management

GEORGE WASHINGTON UNIVERSITY

May 1996

BS, *Magna Cum Laude* (GPA: 3.9/ 4.0) Majors: Finance & Accounting; Minor: Political ScienceSYSTEMS / SKILLS

Financial Systems: Hyperion, EssBase, Oracle, SAP, BW

Market Research: ACNielsen, IRI, BASES, PreBases, Focus Groups, Conscreens

Languages: Spanish, Arabic &amp; Hindi