

## Professional Profile

Commercially astute CPA certified Accountant, with over 15 years' experience of providing comprehensive high quality commercial finance and accounting support services to businesses across SE Asia, the Middle East and Australia within Global Travel Retail, Management Consultancy, Commodities, Mining, Energy, Financial Services and Telecommunications.

Utilising my expertise in finance and operational management I have been pivotal to ensuring businesses under my control are equipped with the tools necessary to meet aggressive sales and growth plans. I am expert at financial analysis, forecasting, excel modeling, pricing strategies, identifying new market opportunities and implementing internal controls to ensure adherence to compliance whilst minimising business risk.

## Core Skills

- Commercial Finance
- Business Strategies
- Operational Efficiency
- Transformation Programs
- Scenario Analysis
- Forecasting
- Risk Management
- MI/Statutory Reporting
- Business Development
- Contract Negotiation
- Senior Stakeholder Management

## Career Summary

**Mar 2016 – Nov 2016** xxxxxxxxxx  
**Regional senior accountant (Contract)**

### Outline

Supported the Global Travel Retail arm with commercial/marketing financial analysis, financial reporting, governance and compliance systems/process improvements. Direct reporting line to Head of Finance for Global Travel Retail.

### Key Responsibilities

- Frequent liaison with Country BDMs to analyse variances against budget and forecast and providing expertise for business case development.
- Consolidated and validated data for monthly/quarterly results to improve accuracy of information with detailed supporting analysis fully aligned with brands and regions.

### Key Achievement/Projects

- Evaluated cost of goods sold across GTR Asia Pacific and the Middle East and major airports to maximise ROI through improved gross margin.
- Created and implemented SOPs for Procure to Pay processes which enabled the Global Travel Retail Commercial team to more accurately manage and track a £18m Advertising and Promotion budget.
- Collaborated with the Asia Pacific Commercial Director to optimise control of a £8m Advertising and promotion budget.

**Aug 2012 – Dec 2015** xxxxxxxxxxxxxxxx  
**Senior Financial Consultant**

### Outline

Provided consultancy specialising in enterprise transformation, across energy, mining and construction industries. Direct reporting line to Consulting Manager (Asia).

### Key Responsibilities

- Implemented organisational/change management programs aligned with the business' strategy across geographically disparate locations.
- Gained buy-in from C-Level Executives on the overall vision.

### Key Achievement/Projects

- Provided crucial financial and organisational expertise to the marketing and sales manager during negotiations to secure a contract with Japan Gas Corporation (JGC) PETRONAS worth in excess of \$2m over 2 years.
- Utilised the excellent relationship I developed with the PETRONAS project director to secure JMJ's