

YETUNDE IBE

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FINANCE EXECUTIVE DRIVING INNOVATION AND IMPACT

Strategy ~ Performance Management ~ Business Partnering & Transformation ~ Investor Relation

Experienced senior finance leader with 25+ years of success in FTSE 100 companies across the US, Africa, and Europe. Background in management consulting, investor relations, corporate, and commercial finance. Skilled in strategic planning, cross-functional collaboration, business transformations, P&L management, and talent development. Founder of WeGrow and WeVest, a non-for-profit platform dedicated to women's development and financial empowerment.

Areas of Expertise

- Analytical & strategic mindset
- Excellent communications skill
- Talent management & development
- C-Suite business partnering
- Above market P&L responsibility
- Performance management
- Transformation
- Process improvement
- Investor relations

Career Experience

Global Head of Commercial Finance DBS, British American Tobacco, London, UK

2024 – Present

Overseeing the global commercial finance operations for a £1B digital business solutions division, including financial planning, budgeting, forecasting, and performance management. Collaborating closely with executive leadership to develop and implement technology capabilities that support business growth and enhance profitability. Leading a team of over 40 finance professionals across six geographic locations, providing coaching, mentorship, and fostering a culture of high performance grounded in trust and inclusivity.

- Developed and implemented a financial model framework to evaluate product investment ROI.
- Streamlined budgeting and forecasting processes, reducing existing financial gap by 100%. Driving accountability through improved forecast accuracy and financial reporting efficiency with real time insights
- Partner with marketing, operations, and IT service teams to evaluate new business demands for financial viability and long-term strategic impact. Delivering over 10% productivity savings from current cost base.

Group Investor Relations, British American Tobacco, London, UK

2022 – 2024

Reporting to the Group Head of Investor Relations, collaborated across the business to craft the overall strategic narrative for internal and external stakeholders with a focus on key topics relating to business direction, portfolio, macros, regulatory environment, and business performance.

- Successfully partnered with the executive team and various internal stakeholders to create balanced and consistent investor messaging.
- Developed comprehensive materials including Group financial results, quarterly earnings releases, and conference presentations. Crafted key themes and issues, and drafted decks, scripts, and Q&A materials, ensuring a coherent and impactful investor communication strategy.
- Stayed ahead of the competitive landscape by providing the executive team (CEO, CFO, CMO, COO) with insights into key developments and opportunities.

Regional Commercial Finance Controller, British American Tobacco, London, UK

2019 – 2022

Managed financial planning, budgeting, and commercial strategies to boost revenue, profitability, and market share for a £4bn revenue region covering sub-Saharan Africa, Canada, and the Americas. Collaborated with local leaders to align financial goals, deploy cost control measures, monitor performance KPIs, and manage risk to ensure the financial health of operations. Enhanced transparency through detailed reporting to regional senior management. Developed and trained the regional finance team, equipping them with essential skills for future success.

- ~£40 million in annual savings identified through revenue growth management and low profitability market review, managing rapidly shifting market conditions. Fifteen legal entities liquidated and over six loss-making markets turnaround since 2021 inception.

- Achieved 100% cash conversion and gained £100m in additional cash by enhancing forecast accuracy and leading the regional “Cash on Wheels” initiative.
- Facilitated inclusive interaction between regional and end market teams through a platform for deeper engagement, improving regional performance understanding and professional development discussions. Leveraged automated reporting packages and dashboards to further drive timely awareness of regional of insights on key performance metrics.

Head of Finance, British American Tobacco, West Africa

2016 – 2019

Managed financial operations across fourteen markets in West Africa with a total value of over £63 million, adhering to international compliance in a regulated industry. Coordinated the efforts of eight direct reports from four different countries by standardizing internal controls and key performance indicators to enhance operational performance and financial outcomes.

- Improved risk visibility and deployed solutions resulted in €11 million mitigation of customer bad debt. Implemented Business Continuity Plans across three markets, including Legal Entity setup, Route To Market framework, Funding requirements, ERP requirements, and talent recruitment.
- Led financial structuring and negotiation for a key "Manufacturing Under License" strategic partnership between BAT and an External Partner, resulting in a 10-year market extension in a monopolistic market.
- Enhanced talent pipeline with the right profile, support, teamwork, trust, and empowerment, leading to an internal promotion as my successor.

Head of Finance, Unilever Personal Care Africa

2015 – 2016

Oversaw strategic growth plans and financial activities for a €500 million business across multiple African markets in West, East, South, and Central Africa. Collaborated with cross-functional Heads to enhance profitability through strategic analysis, decision-making, and insights on resource allocation and growth across markets with varying levels of maturity. Managed performance using KPIs to drive awareness of quality delivery and potential internal and external opportunities and risks.

- Improved cross-functional efforts by introducing a focused core strategic agenda and priorities through collaboration with marketing, supply chain, and R&D leaders.
- Achieved over €1 million in savings by implementing a detailed roadmap for strategic gross margin improvement, identifying potential cost reduction opportunities.

Financial Controller, Unilever, Lagos, Nigeria

2011 – 2015

Managed the daily operations of a team of over 11 financial professionals, boosting business performance with annual revenue exceeding €200 million. Business Partnered C-suite executives to address challenges with innovative initiatives to optimise revenue and cost optimization opportunities. Supervised Controls & Risk mitigations, Management & Stats reporting, Budget planning process, Working Capital Management, Regulatory compliance (Nigerian Stock Exchange, Financial Reporting Council, and Securities and Exchange Committee), Investor relations (Blackrock, Renaissance Capital), and Third-Party relations (Shared Services, Audit).

- Strengthened the Finance talent pipeline and function, positioning the unit as a business partner in delivering business objectives. Deployed a new SAP system, transitioned statutory reporting to IFRS with no issues, and improved average reporting scores to 95% (+25pp) moving from bottom in 2013 to #2 in 2014 across the group on the back of restructuring the team to unlock capacity and capability growth.
- Implemented a balanced business performance scorecard to compare monthly results with key success measures, focusing on productivity, process improvement, and cost reduction.
- As the inaugural Chair of Unilever Nigeria’s Diversity & Inclusion initiative, developed the framework and roadmap. Raised awareness on how differences drive business results and secured buy-in across the business.

Senior Consultant/Manager, Deloitte, Washington, DC, US

2001 – 2011

Project controller serving clients in the financial and health services overseeing nine portfolios with a combined budget of \$70 million across multiple states. Clients included The World Bank, Capital One, Phillips Holding, and CVS. Earned two promotions within a four-year period.

Education

Master of Business Administration, 2023

Imperial College Business School, London, UK

Bachelor of Arts in Economics: Finance Concentration, 1998

University of Maryland, Baltimore County, Maryland, USA