

Brian Richardi

Director of Sales Analytics - DOMINO SUGAR

Baltimore, MD

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WORK EXPERIENCE

Director of Sales Analytics

DOMINO SUGAR - Baltimore, MD - 2005 to Present

Lead a team of sales analysts and corporate accountants in providing the CEO and Senior Executives with summarized financial reports, commentary, and strategic recommendations. Direct the annual sales budget, manage monthly close processes, conduct profitability analyses, create forecasts, release financial summaries, and support senior management on various growth and pricing strategies.

Accomplishments

- Led the design and creation of standard BI reporting tools to meet the needs of the CEO and Sales Executives to manage the business. Created additional reports with greater detail to satisfy the requirements of Finance and Supply Chain. Reports were implemented as the global standard for sales & profitability reporting in the EU, Canada, and Mexico.
- Significantly reduced the time required for forecast construction through the creation of Profit Center Accounting, providing quick snap-shots of sales volume and revenue by product type. Also reduced the annual budget cycle across all business units in the US. Recently became a global reporting requirement for the organization.
- Developed schedules summarizing customers' contracted business to determine expected revenue and risk exposure based on future market expectations and plant capacity. Data was further combined with delivery information to create yearly forecasts and identify potential shortfalls against plan.
- Drafted and implemented global best practices and enhancements for tracking raw sugar futures contracts in SAP BI with accurate P&L estimates and market risk implications. This reduced the reliance on Excel spreadsheets and increased visibility on booked volumes and expected profitability.
- Coordinated and managed multiple global SAP initiatives, including report development, upgrades, and solving pricing/condition record-posting problems.
- Partnered with Sales Executives to create daily flash reports that were automatically generated and delivered each morning via E-Mail to track prior day/MTD/YTD sales volume and profitability against budget & prior year.
- Designed and led the creation of an interactive Web-based "Dashboard" for Senior Executives to easily track sales results on a daily basis. Implemented for all global business units.
- Architected and deployed pricing models for sales managers in all business units that provided quick summaries of profitability by product based on market conditions, pricing, and volume. Also offered the ability to run break-even/scenario/sensitivity analyses with little to no customization.
- Improved the accuracy of the annual sales budget through the loading of YTD sales data, SAP master data tables, and pricing conditions.
- Managed the consolidation and analysis of historical sales & financial data required for the monthly President's Report and Executive/Board of Directors meetings. Also developed reports to quickly summarize the annual sales budget for Executive review.

Owner/CEO

Foster Music, LLC - Boonton, NJ - 2004 to 2006

Managed a local rock band that worked extensively with a platinum and multi-gold record producer

Accomplishments

- Successfully built a brand and distribution through social media, music website reviews, contests, and music downloads
- Managed finances, drafted press releases, and negotiated compensation for performances
- Networked with booking agents, local bands, and concert promoters, resulting in the completion of three US tours on a restricted budget and short lead times

Compliance Analyst

BEAR STEARNS - Whippany, NJ - 2004 to 2005

Performed surveillance and escalation of internal electronic communications with the responsibility of prioritizing and delegating tasks to junior analysts and interns. One of the primary liaisons with other functional areas on initiatives involving surveillance, risk assessments, testing, and software upgrades.

Accomplishments

- Improved efficiency and accuracy in reviewing all electronic communications through routine management of high priority messages and metric reporting using Excel.
- Maintained a high standard of accuracy for all analyses and ensured that SEC and company regulations were accurately followed.
- Coached junior analysts on relevant compliance policies, procedures, and training on KVS Compliance Accelerator & Bloomberg software.
- Conducted both routine and special inquiries as required or requested.

EDUCATION

M.B.A in Finance & Entrepreneurship

Rutgers Business School - Newark, NJ

January 2014

B.A. in Economics, Music

Muhlenberg College - Allentown, PA

May 2004

SKILLS

SAP BI Certified Consultant, 2015 Level II Candidate in the CFA Program

LINKS

<http://LinkedIn.com/in/BrianRichardi>

ADDITIONAL INFORMATION

AREAS OF EXPERTISE

- Financial Analysis
- Capacity Utilization Studies
- Budgeting & Forecasting
- Strategic Planning
- Team Building & Leadership Management

- ERP Systems/OLAP tools
- Accounting & Financial Management
- Sensitivity & Scenario Analysis
- Mix Analysis
- Project Management
- Cost & Benefit Analysis
- Profitability/Efficiency Studies