Daniela Morales Okafor, CPA

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Overview

- A Certified Public Accountant with over five (5) years professional experience in M&A Advisory, Internal Audit, and Operations Data Analytics.
- Has been involved in business valuations, purchase price allocations, financial due diligence, and agreed-upon procedures across a wide range of industries including real estate, food and beverage, packaging, and education industries.
- Proficient in performance management including developing performance objectives and measures and leveraging data-driven insights to drive improvement initiatives in line with overall corporate strategy.
- Experienced in internal audit and business compliance in the port and terminal operations company.
- A Lean-certified data analyst adept at leveraging data to drive efficiencies, process
 optimizations and inform investment decisions, ensuring a competitive edge in the corporate
 finance landscape.

Professional experiences

Deloitte, Philippines (Navarro Amper & Co.)

Financial Advisory Associate

- Conducted business valuations for a publicly listed conglomerate in the Philippines with interests in construction, education, real estate, and business process outsourcing.
- Led vendor due diligence for the sale of a publicly listed holding company engaged in real estate development.
- Provided financial due diligence for multinational investments in local food and beverage service entities.
- Conducted purchase price allocation for the acquisition of a publicly listed educational institution.
- Evaluated business valuations for potential investments in Philippine companies by Japanese and other international firms.
- Collaborated with Deloitte offices in Vietnam and Singapore for valuation services.
- Executed agreed-upon procedures to reconstruct and validate financial records for diversified conglomerates and subsidiary acquisitions.
- Conducted quarterly market return calculations for Deloitte Southeast Asian offices.

Jan 2018 – Mar 2020

Skills

- Business valuations
- Intangible asset valuations
- Financial modelling
- Financial due diligence
- Financial statement analysis
- Vendor due diligence
- Advanced International Financial Reporting Standards (IFRS) proficiency
- Advanced Microsoft Excel, Word, and PowerPoint proficiency

Classification: Internal

APM Terminals, Apapa Mar 2021 – June 2022

Finance Associate

 Contributed to the development of policies, procedures, and process improvements, ensure their implementation, and monitor adherence to them.

- Regularly assessed the efficiency and effectiveness of internal control systems and recommend improvements.
- Ad-hoc financial analysis to monitor performance in different finance units (e.g., Accounts receivables and revenues, accounts payables and costs)
- Identified potential risk and conduct investigations, as necessary.
- Reviewed month-end reconciliations and reports and resolve account discrepancies.
- Coordinated with different department managers to review all departmental compliance policies.

APM Terminals, Apapa

Operations Analyst

- Analyzes and presents data that provides insights to facilitate business decisions.
- Led digital transformation initiatives that provided real-time visibility into daily operations, enabling data-driven decisionmaking, optimizing resource allocation, and enhancing operational efficiency.
- Developed operational objectives (at departmental, shift, unit, and individual levels) and performance measures to evaluate these objectives and ensure timely dissemination of performance.
- Led multiple improvement initiatives across operational units, optimizing processes and automating essential reports to enhance efficiency.
- Developed a semi-automated fuel consumption tracker that led to the discovery of an elaborate fraud within the organization.
- Spearheaded a project to transition from manual Time and Attendance system to a more robust Workforce Management System, improving efficiency and accuracy in workforce management within the Terminal.
- Developed incentive scheme for frontliners from fixed to variable approach based on individual performance, boosting motivation and productivity.

Skills

- Internal audit
- Internal control
- Business compliance

Jun 2022 – Present

Skills

- Performance Management
- Advance Microsoft Excel proficiency
- Advance Power BI proficiency
- Data visualization
- Data Modelling
- Data Analytics
- Business Intelligence
- Advance SQL Proficiency

Classification: Internal

- Publishes monthly newsletters to analyze and provide updates on operational performance and business transformation initiatives and other operational activities to promote transparency and accountability.
- Prepares business presentations for management and other departments on an ad-hoc basis.

West Africa Container Terminal, ONNE (Short-Term Assignment)

Operations Analyst

- Spearheaded a business transformation project to standardize and automate internal and external reports.
- Co-led the development of a comprehensive Yard Strategy for the terminal.

Port Of Salalah, Oman (Short-Term Assignment)

Business Analyst

Verify the accuracy and validity of Key Performance Indicators (KPIs) to provide reliable insights into operational performance.

- Create automated terminal performance reports across key areas of operations (Quay, Gate, Yard, and Container Handling Equipment) and handover to relevant teams.
- Serve as a liaison between Operations and IT, actively collaborating to develop effective Business Intelligence (BI) solutions.
- Support the Terminal in migrating to Data Lake.

Sep 2024 – Nov 2024

Aug 2023

Core Skills

- Project execution
- Stakeholder Management

© Certifications and memberships

•	Association of Chartered Certified Accountants (ACCA) –	
	Strategic Level	Ongoing
•	Certified Public Accountant (CPA)	2017 – Present
•	Philippine Institute of Certified Accountants (PICPA)	2017 – Present
•	Junior Philippine Institute of Accountants (JPIA)	2016 - 2017
•	Advance Lean Practitioner	2022 - Present

Education

•	Bachelor of Science in Accountancy	2016 - 2017
	Chang Kai Shek College, Philippines	
•	Bachelor of Science in Management Accounting	2011 - 2015
	University of Santo Tomas, Philippines	

References

Available upon request.

Classification: Internal