

# 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.)

Jan 2018 – Mar 2020

#### *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.

#### 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

**APM Terminals, Apapa***Finance Associate*

Mar 2021 – June 2022

- 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.

**Skills**

- Internal audit
- Internal control
- Business compliance

**APM Terminals, Apapa***Operations Analyst*

Jun 2022 – Present

- 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 decision-making, 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**

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

- 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)

Aug 2023

*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)

Sep 2024 – Nov 2024

*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.

**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**

- |   |             |
|---|-------------|
| • <b>Bachelor of Science in Accountancy</b><br>Chang Kai Shek College, Philippines              | 2016 – 2017 |
| • <b>Bachelor of Science in Management Accounting</b><br>University of Santo Tomas, Philippines | 2011 – 2015 |



**References**

- Available upon request.