

Contact

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(LinkedIn)

Top Skills

Telecommunications
Business Strategy
Business Intelligence

Mark Aue

Enjoying some downtime with my amazing family
Auckland, Auckland, New Zealand

Summary

Highly accomplished, results driven finance executive with 20 years of progressive experience in finance, commercial and operations, whilst successfully leading teams both nationally and internationally.

Strong discipline in analysing the business, identifying key levers, driving cross functional performance to consistently deliver above expected results with material profit increases. Particularly adept at driving efficiency and productivity gains through reorganisation. Thrive on major transformation challenges and driving efficiency/growth, but where there is a genuine focus on culture and the development of people.

Personal passion for the development of people and have consistently achieved significant improvements in staff engagement and performance.

Experience

2degrees NZ Ltd

4 years

Chief Executive Officer

June 2019 - June 2022 (3 years 1 month)

Auckland, New Zealand

Chief Financial Officer

July 2018 - May 2019 (11 months)

Auckland, New Zealand

Vodafone

Chief Financial Officer

December 2014 - December 2017 (3 years 1 month)

Auckland, New Zealand

NZ market leading telecoms business delivering mobile, fixed line, and broadcast TV services to Consumer and Enterprise customers

Key member of Exec leadership team and Vodafone NZ Board. Directed finance team of c150 people (addtl 40 offshore shared services) encompassing controllership, performance management, SCM, Tax, Audit BI, financial planning & analysis, business intelligence, and M&A transactions

- * Returned NZ business to topline revenue growth and maintained momentum, following several years of decline within a contracting market
- * Exceeded financial targets over 2014-2016 financial years, achieving +10% EBITDA and +30% Cashflow growth in 2016 financial year, despite market contraction
- * Design and execution of strategic cost out program, \$67m cost saving Y1, projected +\$120m by Y3
- * Design and execution of turnaround Business Intelligence strategy which when completed will deliver leading segmentation reporting and consistency across all Vodafone platforms
- * Co-led proposed merger of Vodafone NZ and Sky Television (\$6Bn transaction) with 99.7% shareholder approval
- * Design and implementation of Finance employee wellbeing program, delivering most improved and highest Engagement scores across the entire Vodafone Group

Vodafone Global Enterprise

Chief Financial Officer

November 2012 - December 2014 (2 years 2 months)

United Kingdom

€3Bn global telecoms business delivering services and solutions to 1700 of the largest multi-national corporate customers operating across the Vodafone footprint in 29 countries and with key Partners in a further 120. Directed finance team of 60 people.

Selected Achievements:

- * Exceeded financial targets with cumulative annual revenue growth +4% over 2011-2014. Achieving double digit growth in emerging African markets and holding key European markets flat despite material market contraction
- * Outperformed revenue growth rates of all opco national corporate equivalents since 2012 by +3 to +15%

- * Implemented mid-year organisation revenue turnaround initiatives to close projected €120m gap
- * Design and execution of key transformation programs (projection +€300m revenue p.a over 3 years)
- * Successful integration of acquired assets (Cable&WirelessWorldwide, QuickComm, Bluefish Consulting)
- * Accelerated off shoring of finance, commercial bid management and systems resources (20% of team)
- * Development of key commercial propositions with customer pipeline growth +300% within 6 months
- * Re-engineered key processes for bid management and analytics, improving deal profitability +6%

Vodafone

7 years 11 months

Head of Group Management Information

January 2011 - October 2012 (1 year 10 months)

London, United Kingdom

Reporting to the Vodafone Group Plc Financial Controller, directed team of 35 across finance and IT to re-establish core MI function and new Shared Service operation following period of decentralisation.

Selected Achievements:

- * Implemented new Group MI strategy. 60% report reduction across Group teams;
- * Accelerated shared service migration with 30% roles migrated to offshored to Budapest
- * Standardised all Europe and AMAP Regional planning and reporting templates (first time ever)
- * Led Revenue Restructure transformation program (largest reporting change in Vodafone history)
- * Implemented new Governance model to improve accuracy and efficiency
- * Drove significant improvement in Employee Survey and employee engagement index results (from 59 to 91 in 12 months)
- * Instrumental in driving systems evolution /roadmap for VF (new tools, & decommissioning legacy)

Regional Financial Controller - Europe

June 2010 - January 2011 (8 months)

Regional Controller for European opco's (Germany, Italy, Spain, UK, Portugal, Ireland, Greece, Netherlands, Albania, Malta), working in partnership with European Regional CFO and Regional Finance team.

Selected Achievements:

- * Led redesign and implementation of new regional planning & reporting processes and outputs
- * Managed AT Kearney supplier engagement and reporting of cost program (€1B of savings over 3 year period). Savings targets delivered
- * Established new governance model for European opco reporting, improving consistency and data integrity

Non Executive Director

August 2009 - June 2010 (11 months)

One of two NED's representing Vodafone interests on the VF Fiji board.

Selected Achievements:

- * Facilitated business turnaround in results: Revenue +3%, lower opex costs 5%, FCF improvements +70%; and held market share in aggressive competitive environment
- * Commercial/Market: active influence in strategy; go to market product roadmap; channel distribution; and brand segmentation.

GM - Financial Planning & Analysis

December 2007 - June 2010 (2 years 7 months)

Key strategic role working in partnership with CFO and NZ Exco. Part of Senior Leadership team driving commercial and operational achievement of our key business strategies and financial targets.

Selected Achievements:

- * AMAP regional feedback as best in class planning submissions
- * VF Commercial Capability Review – FP&A developed Red Book reporting pack as Best Practice example
- * Led redesign of corporate bids process. Delivered significant gains in efficiency and bid profitability
- * Redesigned and rationalised FP&A team structure from 37 FTE to 27 whilst adding fixed line capability
- * VF Global Finance Award 2009 – Outperforming the Competition; Nominated Legends award 2009

Head of Business Transformation

October 2006 - December 2007 (1 year 3 months)

Working in partnership with CFO and NZ Exco to define and implement a Total Cost Efficiency programme; provision of specialist financial advice, decision support, and process/structure transformation.

Selected Achievements:

- * Introduced formal governance framework for Operational Excellence
- * Projected efficiency savings in Opex/Capex of \$62M in Year 1, \$44m Year 2 delivered
- * Revision of distribution strategy to differentiate channel support & engagement
- * Reversal to an insourced HR recruitment model

Head of Financial Planning & Analysis

December 2004 - October 2006 (1 year 11 months)

Leading finance team of 20, managing core planning and reporting processes

Selected Achievements:

- * Led transformation to centralised planning & reporting model with focus on process overhaul.
- * Developed and implemented new functional bottom up planning model
- * Planning system development and integration [KPMG defined as best practice within VF Group]
- * Led process and transformation of common chart of accounts integration
- * VFNZ Finance Award – Champion of Improvement; Nominated for Vodafone Legends Awards 2005/2006

Insight Technology

Director

December 2002 - December 2004 (2 years 1 month)

Auckland, New Zealand

INSIGHT created in 2002 to provide Consultancy services for business analysis and systems technology & integration.

Selected Achievements:

- * Fonterra Co-Op Group: Led end-end solution of global rollout for core forecasting system; 160 Geographic locations, 180 users
- * Lion Nathan: Developed new KPI and strategic comparative reporting for board level
- * Wilson & Horton Group: Redevelopment of group strategic KPI reporting

* Australian Food Holdings: end – end system implementation to parent and all subsidiary entities

REAL DEVELOPMENTS LTD

Senior Account Manager

August 2001 - December 2002 (1 year 5 months)

Auckland, New Zealand

Lion

Business Analyst

August 1997 - March 2001 (3 years 8 months)

Auckland, New Zealand

Mars

Business Analyst

November 1994 - August 1997 (2 years 10 months)

Taranaki, Wanganui & Manawatu, New Zealand
