

KEM SERDENGECTI

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EXPERIENCE

- 2016 - Present** **AUTO CLUB OF SOUTHERN CALIFORNIA** **Costa Mesa, CA**
Senior Research Analyst
• Conduct customer satisfaction analysis and research.
- 2006 - 2016** **OAKLEY, INC.** **Foothill Ranch, CA**
Senior Operations Analyst
• Formulated and executed a cross-platform automation strategy to increase accuracy, repeatability, efficiency, and transparency of recurring major distribution channel sales data analysis resulting in a reduction of completion and report generation duration of over 80%.
• Devised and implemented an integrated schema to automate the creation of a cross functional international financial statement based report producing a 75% improvement in creation time.
• Conducted a multivariate regression analysis, including testing for and incorporation of nonlinearity and interactivity, of 5 years of sales data to create a sales forecasting tool integrating an equation that statistically explains 98.9% of the variation of the monthly periodic percent of total sales progress.
• Performed analysis of outbound product distribution characteristics to establish the basis for the formulation of a long term distribution center strategy.
• Analyzed freight characteristics (5MM+ records) in preparation of optimizing distribution channel policy.
• Supported the budget process through the maintenance of Hyperion links and budget rationale formulation.
- 2005 - 2006** **THE WALT DISNEY COMPANY** **Burbank, CA**
Sourcing Analyst
• Developed and applied standardized and rigorous approach to financial analysis related to procurement including financial modeling for bid analysis, cost saving methodologies, and total cost ownership modeling.
• Tracked and reported savings, spend compliance, and variance: communicated findings with procurement heads, Finance, and Lines of Business.
• Provided analytical support for sourcing activities by performing spend, feasibility, cost/benefit, and process analysis.
- 2002 - 2004** **UNISPHERE INC.** **Arlington, VA**
Grant Financing and Consulting Firm that Invested in Commercial/Government Use Technologies
Senior Technology and Business Analyst (December 2003 - September 2004)
Project Coordinator - Reporting to the Vice President of Operations:
• Managed the work of 7 individuals (1 direct report) completing 20 projects.
• Formulated and implemented initiative to facilitate high quality, on time, and under-budget workflow resulting in a 25% reduction in average project cost.
• Developed program-specific project planning and monitoring tools to assess budget and schedule variance.
Advanced Analysis and Appraisal - Project Due Diligence:
• Performed financial profitability (IRR, NPV, payback period), sustainability (breakeven, price points), and cost comparison indicator calculations for economic evaluation through incremental cash flow analysis.
• Evaluated competitive landscape (market segmentation, size, growth, drivers, barriers, alternatives) to support market assessment and recommendations through data and trend analysis under tight deadlines.
Technology and Business Analyst (April 2002 - December 2003)
Fundamental Analysis and Appraisal - Project Due Diligence:
• Modeled expected cost savings associated with selection of alternative options or practices.
- Summer 2000** **CITIGROUP GLOBAL MARKETS (SALOMON SMITH BARNEY)** **Washington, DC**
Research Assistant (Intern)
- Summer 2000** **AMERIPRISE FINANCIAL (AMERICAN EXPRESS FINANCIAL ADVISORS)** **Alexandria, VA**
Financial Consultant Assistant (Intern)
- 1988 - 1999** **SANTA BARBARA COUNTY** **Santa Barbara, CA**
Senior Air Quality Engineer (October 1990 - June 1999)
Air Quality Engineer (September 1988 - October 1990)

EDUCATION

- THE COLLEGE OF WILLIAM AND MARY** **Williamsburg, VA**
Graduate School of Business Administration
Master of Business Administration (MBA), 2001. Focus: Finance
• Additional Coursework: International Trade and Finance, Securities Analysis, Portfolio Management, Venture Capital (valuation), Linear Programming (optimization), Project Management, Negotiation
- UNIVERSITY OF CALIFORNIA** **Santa Barbara, CA**
Bachelor of Arts, 1988. Major: Mathematics

COMPUTER SKILLS

Excel (expert - advanced formulas, macros), MS Office applications (advanced proficiency - Access, Word, PowerPoint, Project), VBA (Excel, Access), SAP R3 / BW, Hyperion Essbase, SharePoint