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Tech 1010
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Interviewee Information: Stuart Neeley, VP of Finance and Controlling at Isagenix.

1. What role does your job play in business decision making and management?

In working in Finance, we manage the books, budget, forecasting and metric data to outline performance of the Company. We meet with the CFO & CEO in order to detail out the information as it relates to departments, sales, metrics, costs, etc. in an effort to direct the affairs of the business to stay at healthy levels for growth.

2. What are challenging aspects of your job?

People management is the most difficult area through managing the various personalities and motivations (managing upward and downward).

3. What are your favorite parts of your job?

I enjoy creating organization in chaos. It is satisfying to be able to connect various systems and build reporting within the organization that creates change and improves the business.

4. What would you recommend to someone going into this field?

I would suggest the following:

- Look for experience first. The cream always rises to the top. Be consistent. Success in a career does not come on your timeline but it will come. The harder I work, the luckier I get.
- Start in public accounting. Leave as a senior for a position into "industry" (working for a normal company) that will give you a wide range of experience. Work for someone that will develop you.
- Be the hardest worker in the room and show you will go above and beyond consistently.
- People skills will be what makes you get to the highest levels. Being self-aware and being able to read people. Be able to simplify how you describe something technical in a way that someone not in your field will understand and speak to their motivations (they only care what they want to pass with what you are saying).
- Always make your boss look good and make his/her job easier. It will always work well for you in the long run.

5. How do technological advancements facilitate managing and making business decisions?

I look to automate everything we can in this field (Accounts Payable automation (reads and populates the system automatically from emails of invoices), reporting, etc. People that look for automation are adding value. Others are replaceable. It helps me do more with less (or the same amount of headcount).

6. How do you define the idea of Business Intelligence and Analytics?

- Business Intelligence and Analytics are the metric data that drives the business. If you understand this data first, you will know the financial output second. It is the precursor to your business so you know what you need to change in the behavior to create the end results you want to have.

7. What part of Business Analytics is more difficult in your field?

In reviewing metric data, there are typically a lot of considerations in business that are all happening at once. It is difficult to isolate one specific activity that drove a certain metric in a direction to come to a unique conclusion (it is typically the result of many items). In addition, cannibalization of one area into a different area is hard to prove out as well. Many areas can have a clean "thought process" but is difficult to prove in a "causal relationship."

8. What is your favorite thing about Business Intelligence and Analytics?

Seeing when you change the approach from a sales/marketing perspective, what actually happened to the performance and whether it worked or not.