

## Profile

- ❖ Vast experience in setting up and managing finance teams in startups and global companies with an entrepreneurial spirit.
- ❖ Driving Finance strategy, working closely with the CEO and Board of Directors, experience with leading M&A processes, preparing all Due Diligence documents for capital raising and managing Investor Relations.
- ❖ Responsible for the FP&A function, including forecasting and budgeting, analysis of profitability across business units, KPI analysis, maximizing Tax efficiency (transfer pricing), familiarity with international taxation.
- ❖ Results driven CFO with ability to meet deadlines in a fast-paced environment, strong leadership, communication and presentation skills and strategic thinking abilities.
- ❖ Native English speaker
- ❖ **Skills:** NetSuite, US GAAP, financial statements, Leadership, Team Management, Due Diligence, M&A, Strategy, FP&A, KPI analysis, International Tax, Positive Attitude, Presentation to Stakeholders, Financial Management

## Work experience

### Group CFO; The Makor Group

Dec 2010 – Nov 2023

An international financial services group with offices in Tel Aviv, New York, London, Geneva, Paris, Monaco, and Singapore. The Group includes a Fintech subsidiary (crypto currency trading) with a large software development team in Israel.

#### Strategic and Business Partner

- Key member of management team that built business from zero to \$100m revenue that now employs approximately 200 people.
- Work closely with the CEO to devise and implement strategy internationally.

#### Financial Management & Reporting

- Built and manage a high-performing finance team (11 people), providing mentorship and guidance, and developed opportunities for their personal growth.
- Overall responsibility for annual financial statements, cash management, corporate governance and structure, budgeting, international taxation.
- Source and manage relationships with professional advisors (Tax, Audit, Legal).
- Design and implement relevant internal controls, appropriate risk management and regulatory reporting.
- Presentation (monthly, quarterly & annually) of results to the Board of Directors, including variance analyses.
- Preparation and presentation of investment packs to shareholders and potential investors

#### FP&A

- Analysing business units' profitability, monitoring KPI's, in charge of all budgeting and forecasting.
- Working with the business units to ensure compliance with contractual terms and regulatory requirements.
- Developed the financial and accounting systems. Led the assimilation of NetSuite which radically improved the quality and timing of reporting to management.

- Ensure compliance with required financial policies and procedures.
- Successfully managed external audits across group.

### **Capital raising & leading M&A activities**

- **Capital raising** – populating and managing data room and detailed discussions with new investors/lenders and their advisors (\$16m raised).
- **M&A** - Performed due diligence on two successful acquisitions (2014 as well as 2021); co-led negotiations with target companies and helped devise new commercial agreements with them.
- **Investor Relations** - Regular preparation and presentation of reports and forecasts for shareholders, lenders, PE firms, and potential investors.

### **Tax & Legal**

- Work with external tax advisors to design and implement **transfer pricing** policies to maximize tax efficiency and be **OECD compliant**.
- Responsible for vendor, customer, and employee legal contracts.

### **Equity plans**

- Designed and structured equity incentives internationally and managing option grants (including Israel 102 scheme).
- Managing Cap Table.

### **Associate; Aron Bakst Limited**

**2009 - 2010**

- Monthly financial reporting, managing local audits of local Israeli subsidiaries of International Groups (example Merrill Lynch, Yahoo)

### **CFO; Execution Limited**

**2000 - 2009**

An international financial services group (London, New York, Hong Kong) (approx. 85 Group employees)

- Prepared group for London IPO as well as the buyout of original VC investors (Deutsche Bank)
- Negotiated terms with Key Supplier resulting in significant savings (\$5m USD) whilst maintaining service levels.

### **Audit Manager; Ernst & Young. Johannesburg & London**

**1996 - 2000**

### **Education**

**Bachelor of Business Science** with First Class Honors; University of Cape Town, South Africa

**Post Graduate Diploma in Accounting**, University of Cape Town, South Africa

**CPA Chartered Accountant**; South Africa (SA) - First Time Pass

### **Languages**

English Mother Tongue and Fluent Hebrew