

Client Name

VP of Finance Profile

Accomplished and results-driven financial professional with demonstrated history of directing financial operations, managing business processes, and supervising cost accounting analysis to support business planning and drive profitability.

Adept at fostering relationships with key stakeholders to ensure revenue and expense while aligning with budget procedures. Proven track record of success in driving financial growth, streamlining business processes, and implementing effective cost management techniques. Instrumental in leading cross-functional teams and collaborating with senior management to achieve organizational goals. Skilled in financial planning and analysis, budgeting and forecasting, and financial reporting. Strong communicator with excellent leadership, problem-solving, and decision-making abilities. Technically proficient in MS Office Suite, Google Office Suite, TM1 Planning tool, Gusto, Bill.com, and QuickBooks.

Areas of Expertise

- Financial Management
- Accounting Operations
- Budgeting & Auditing Processes
- Risk Management
- Financial Planning & GAAP Analysis
- Operational Management
- Team Leadership/Building
- Process Improvement
- Relationship Building

Career Experience

Nielsen Company, Oldsmar, FL

Director Financial Planning & Analysis

2013 – Present

2021 – Present

Act as finance business partner to chief data officer and data science executive team to help make strategic business decisions and optimize financial performance. Establish team of finance managers and analysts to assist data science organization and leaders successfully. Compile and present comprehensive monthly financial reports to business and finance executives for internal review. Liaise with controllership team to meet all finance and GAAP principles. Ensure budget accountability among operational leaders by disseminating financial accuracy scorecards, facilitating improved forecasting, planning, and expenditure control.

- Determined and executed process improvement opportunities to lower monthly forecast variability from 7% to 2% variance.
- Streamlined talent acquisition process by introducing new system that effectively aligned Finance and HR functions, resulting in seamless coordination from position requisition to offer negotiation and acceptance.
- Decreased time spent on tracking requests by 50%.
- Served as central repository member of executive leadership team to lead annual and long-range planning, forecasting, and reporting process for Nielsen Global Data Science.
- Directed \$300M Global budget (\$200M Operating Expense and \$100M Capital) to make maximum use of allocated funds.

Director of Finance

2019 – 2020

Served as finance business partner to head of connect product leadership and technology executive teams in order to streamline financial operations. Managed annual budget of \$200M+ to meet each division's plan, encompassing operating expense, capital expense, and cash targets. Assessed actual and forecasted results, collaborating with multiple finance business partners to consolidate and identify key variance drivers while also proactively addressing any arisen financial risks or opportunities. Worked closely with internal/external auditors and controllership team on Quarterly/Annual audits. Discussed financial standing of each horizontal/product on leadership calls. Updated product leaders on status of initiatives, such as productivity targets, and hiring freezes and implemented plans to meet financial milestones.

- Directed initiative that resulted in realized savings of \$2.2M in 2019, \$5.6M in 2020, and \$8.8M in 2021 by replacing third-party contractors with full-time employees in Chicago, Madrid, and Chennai.
- Supervised month end close to meet all finance and GAAP principles, involving controllership of capitalized expenses.

- Spearheaded team of finance business partners to oversee annual planning, forecasting, and reporting process for Nielsen Connect Technology and Product Leadership organizations.

Lead Technology Finance Partner

2015 – 2019

Managed \$90M annual cash budget to make maximum use of allocated funds while serving as member of BUY Technology extended leadership team. Collaborated with product leadership to drive annual operating plan process across all COE's (Technology, Operations, Leadership), establishing holistic view of financials and allowing leadership while aligning overall spend with company's strategic objectives. Drove monthly cost forecasts and conducted financial analysis for senior leadership. Led development of yearly technology budgets from initial planning until final approval through utilization of bottom-up budgeting approach. Streamlined representation of relationship between platform, cost center, leader, and country to display financial information, while adhering to Agile project management methodology.

- Determined \$5MM of productivity actions by liaising with program managers on forecasted spend and negotiating new resource rates.
- Created monthly financial dashboard for technology spending while sharing with product leadership and corporate finance to ensure consistent communication and understanding of financial performance throughout the company.
- Optimized product leadership time tracking process to ensure more accurate financial picture, eliminate need for manual journal entries, and lower audit risk.
- Coordinated with colleagues to introduce and sustain resource-tracking tool, providing senior management with comprehensive visibility to activities, locations, and costs of 2,000+ resources.

Project Manager, Finance

2013 – 2015

Drove financial decisions through senior leadership by preparing account reconciliations and financial statements. Established procedures to accurately forecast and plan future spend, reducing risk of shortage in the future. Spearheaded team of direct reports to seamlessly oversee multiple leaders and improve collaboration amongst teams, allowing mitigation of risk from one group to another. Monitored and recorded all movements of resources across organizations and programs for pool of 400+ resources.

- Oversaw \$50M budget and maintained variance of <2% of monthly forecast.
- Reconciled and processed >\$500k vendor and software invoices monthly.
- Directed productivity initiatives to drive savings of \$8.5MM through vendor negotiations, forecast management, and headcount reduction.

CFO Alliance, Inc., Tampa, FL

Senior Finance Manager

2020 – 2021

Provided leadership and direction as extension of each client's executive team. Managed all finance operations, such as accounting, financial reporting and analysis, budgeting, and consolidating financials. Contributed in converting company from cash basis to accrual basis accounting. Developed templates to recognize several streams of revenue as well as trained finance team regarding usage of templates. Liaised with private equity leadership to produce financial statement package after conversion to accrual basis accounting. Built 13-week cash flow models to meet all cash needs. Identified and documented all accounting procedures and processes for start-up businesses, including account reconciliations, creation of financial statements, and set up chart of accounts.

- Drove transformation through accounting, strategic finance, and optimization of business processes.
- Executed system to track and post accruals to reduce month-end close time by five business days.
- Led application, receipt, tracking, and forgiveness of Paycheck Protection Program (PPP) loans successfully.
- Published monthly financial reports and KPIs, offered executive-level summaries, and brought up important issues with relevant leaders.

Additional Experience as Senior Investment Associate/Portfolio Manager | Northern Trust, Tampa, FL

Education & Certifications

Master of Science in Finance | University of South Florida, Tampa, FL

Bachelor of Science in Finance | University of South Florida, Tampa, FL
Passed Level 1 of the Chartered Financial Analyst (CFA) exam

Career Pro Guide