

## SENIOR FINANCE & STRATEGY EXECUTIVE

*Expert in sussing out the real story behind the numbers to drive business strategy, bolster competitiveness, and propel achievement of strategic financial goals.*

- ☑ MBA and 20+ Years of Experience
- ☑ Multiple Industry Background
- ☑ U.S. Domestic and International Markets
- ☑ Small, Privately Owned Firms to Large Fortune 500s
- ☑ Managed Budgeting Process for up to \$3 Billion
- ☑ Led Global Teams With 25+ Direct Reports

### Passionate, Personable, Perceptive & Articulate

**Driving Strong Operational & Financial Results:** Boldly take on extraordinary problems, providing the financial models, robust metrics, strategies, and action plans that operational teams use to achieve great results.

**Influential Advisor To & Support For the Executive Team:** Interpret and convey the “stories that the numbers tell” to provide unique perspective and bridge the gap between finance and operations, ensuring that finance is a true, supportive partner to the C-suite and other executives organization-wide.

*“Brianna West brings an unusual and highly valuable talent to the executive table. For even the least financially literate person, she has an ability to explain numbers in a way they make sense. But more importantly, she helps to translate those numbers into the stories that shape and inform the strategies and action plans that drive business results.” – John Curley, retired CEO, Boyce Worldwide*

## PROFESSIONAL HIGHLIGHTS

### CONTRIBUTIONS NARRATIVE:

Trusted advisor to the CEO called upon frequently to leverage talent uncovering the story behind the numbers, breaking down complex, multifaceted situations into easily understood financial models and related strategies that propel results.

Held a seat at the C-suite table as the finance point person for virtually all major strategic decisions for the company over the past 6 years and through extreme growth periods as well as cost reduction and RIF initiatives.

Played a primary and influential role in developing the strategies and making the tough decisions that have kept the company vital and flexible throughout a historic economic and industry downturn, ensuring strong positioning for profitable and sustained future growth.

### Boyce Worldwide – Houston, TX 2006 – Present

VP, GLOBAL FINANCE (2009 – present)

VP, FINANCE (2007 – 2009)

DIRECTOR, FINANCIAL PLANNING AND ANALYSIS (2007)

SENIOR FINANCIAL ANALYST (2006 – 2007)

Led the charge in progressive finance leadership positions to expand results to more areas of the organization, culminating in current position with global responsibility and impact.

In each role took the time to understand what really drives business results then strategically refocused teams to deliver on goals.

**SCOPE:** 26 direct reports ■ \$3 billion revenue ■ Global responsibility

### SELECTED ACCOMPLISHMENTS:

- + **Enabled business strategies behind a new \$200 million division** in extreme growth mode; created robust financial reporting package providing data well beyond P&Ls, such as predictive metrics, marketing spend ROI, headcount planning, and quota planning.
- + **Identified a “diamond in the rough” product** and masterminded predictive models and reporting processes that bolstered revenue from \$3 million to \$100 million.
- + **Aligned organic growth, M&A, product, and marketing strategies** in a 5-year financial model. Became an expert in the company’s revenue recognition policy, enabling both sales and revenue models.

- + **Spearheaded financial integration of a \$220 million acquisition** in just 6 months, overseeing 100% account coverage redesign, interim sales teaming incentives, and product cross training.
- + **Freed staff from drawn out, time consuming, 4-month budgeting process**, enabling more emphasis on critical revenue-bolstering activities; broke through the status quo, expediting the process from start to finish in just 2 weeks.
- + **Optimized sales team performance while simultaneously lowering commission cost of sales (COS) 20%** through creation of strategically developed commission plans and sales incentives.
- + **Created complex predictive arbitrage spend models critical for cash flow forecasting** that were 97% accurate in the short term (for 6 months or less) and 90% accurate in the long term (6-12 months). Model results used to gain approval for \$20 million marketing spend and for the executive team to announce future guidance to Wall Street.



**Streamlined and increased organizational efficiency and accuracy of financials**

- Achieved goals with \$2.5MM rather than \$10MM budget
- Improved forecast accuracy 60%

**Drove down costs and created a more nimble, flexible organization**

- Decreased finance staff 40% and ad operations staff 30%.
- Saved \$7.5MM with creative process solutions

## Gibson Products (formerly Loeb's System) – San Diego, CA

2000 – 2006

**BUSINESS UNIT CONTROLLER** (2004 – 2006)

**MANAGER, OPERATIONS BUDGETING AND ANALYSIS** (2002 – 2004)

**SENIOR COST ACCOUNTANT** (2000 – 2002)

Recognized as a cost accounting expert, tapped quickly for promotions and frequently called on to brainstorm solutions for other manufacturing locations. Managed budgeting, financial reporting, forecasting, monthly close, and financial operations.

Led cost accounting, accounts payable, and accounts receivable teams.

After the acquisition of Loeb's by Gibson, promoted again and assumed additional leadership responsibility for inventory accounting, financial planning, and general ledger teams.

### CONTRIBUTIONS NARRATIVE:

During a tumultuous and very challenging period in the company's history, used a fearless approach to tackle a wide range of new responsibilities and a number of difficult problems.

Spearheaded major initiatives in support of product launches, acquisitions, and business process improvements. Served as financial point person on 5 Six Sigma projects, 3 acquisitions, and 3 transfers of manufacturing lines to lower-cost countries (Canada, China, and Mexico).

### SELECTED ACCOMPLISHMENTS:

- + **Established cost standards for 9,000+ acquired products** from 3 company acquisitions. For 200 work centers, developed cost standards annually for material, labor, and overhead rates.
- + **Ensured SOX compliance** and following a period of scandal and crisis, implemented initiatives designed to reestablish trust in the market while navigating the company to a healthier financial position.
- + **Helped execute a major relocation** of manufacturing operations to low-cost countries, shutting down high-cost facilities in the U.S., eliminating 1,000 manufacturing positions, liquidating equipment, and completing Bill of Material audits.

## ADDITIONAL EXPERIENCE

Early career included multiple, fast-track promotions with Lundstedt, Inc., including Budget Manager (1996 – 2000), orchestrated breakthrough, team-driven results such as trimming \$800,000 from the operating budget. Also served as a Distribution Manager (1995 – 1996), managing 136 people in handling 31 million cases annually. Held costs flat while the business grew 9%, increased productivity 15%, and won a site-wide #3 ranking for optimal costs, quality, and safety.

## EDUCATION

- M.B.A. – Financial Management ■ Madden College, San Diego, CA ■ 2002
- B.B.A. – Operations Management ■ University of Arizona, Tucson, AZ ■ 1990

Dear Professional, Executive, or Aspiring Executive:

100kCareerMarketing.com is the culmination of nearly 20 years of successful experience. During this time, I have been privileged to work with thousands of executives, professionals, and leaders all across the U.S. and worldwide in developing their resumes and other career marketing documents.

I formed 100kCareerMarketing.com because of my ongoing dedication and commitment to delivering unparalleled service and quality to my clients. As demand for my services as an executive resume writer and career marketing strategist grew to far exceed the time available, a new model for delivery of my services to you was essential. 100kCareerMarketing.com was born of that need and it provides me with a way to deliver dedicated, personal attention to a *very select number of clients* - no more than 20 clients per year (approximately one person every 2 weeks).



Today, 100kCareerMarketing.com is the ONLY way to work with me one-on-one.

That's right. Because it takes time, collaboration, and intense attention to quality and detail to create truly compelling, powerful, results-generating executive career marketing portfolios, I make certain that I give you – and you exclusively – all of the time and attention you need.

I work with a VERY SELECT base of no more than 20 clients per year. When you hire me you benefit from not only my preeminent experience and expertise but from my exclusive, personal attention focused *only* on you and the creation of your career marketing portfolio. I would be honored to work with you. But my schedule fills up *very* quickly, so if you are ready, please reserve your spot today. Of course, if you have any questions, I will be happy to answer them. Just send a quick email or give my office a call.

I also invite you to book a personal 45-minute consultation with me, to go over your resume and job search concerns one-on-one, discuss the strategies I would use in writing your resume, answer your questions, and benefit from my recommendations. Although I charge for the consultation (\$155), you have nothing to lose! If you book a consultation and then decide to proceed with my services I will give you a full \$300.00 discount on my VIP executive services.

<https://vip-intro-consultation.youcanbook.me/>

I look forward to meeting with you and hope we have the chance to work together.

Sincerely,

- Michelle

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