

MITALI KELLY

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Senior Finance Professional and team leader with experience in multinational retail, technology, and consumer goods organisations. Conducts financial analyses to support strategic planning and fact-based decision-making, providing actionable insights to executive stakeholders. Proactively collaborates cross-functionally and develops deep working relationships at all levels. Accomplished in evaluating KPI's, identifying cost-cutting and investment opportunities. Senior role in multiple sell side transactions. Confident presenter and communicator skilled in engaging multicultural audiences to drive businesses forward.

PROFESSIONAL EXPERIENCE

PORTFOLIO FINANCE DIRECTOR/NON EXEC DIRECTOR

2019 to Present

Providing Finance Director Services to a wide range of SME's on a Part time basis. Responsibilities include Board Advisory, Funding, Investor Relations, Commercial Strategy including Pricing, R&D Tax Credit, Share Schemes, Budgeting and Reporting P&L, BS and CF and Managing Accountants/Bookkeepers.
Clients include Consumer Goods, SaaS Tech, Leadership and Development, MarTech, Cyber Security and Charity Sector Clients

CAREER BREAK

2016 to 2018

2-year break living in Switzerland, volunteering at my children's international school, travelling and building language skills.

CERIDIAN, UK (NOW PART OF SD WORX) Reading, UK

2013 to 2016

£60m turnover technology provider of SaaS and managed services for HR, payroll, and workforce management solutions

Head of Sales and Marketing Finance

Mar 2015 – May 2016

Reported to CFO as a key member of Finance Leadership team, fully reengineered the end-to-end processes for major deal tenders and ongoing revenue management. Responsibility for Pricing Strategy & Strategic Planning. Played a significant role in the transaction team selling the business to new owners.

- Selected to create and lead a new Sales and Marketing Finance team. Managed two remote finance bid managers. Our team led all bidding and negotiation activities regarding contract pricing and key deal terms.
- Collaborated with CFO to recommend pricing decisions to Exec team to ensure profitability of business model. Worked with executive stakeholders including Legal to ensure contract structures reflected optimised pricing and financial arrangements as negotiated with customers.
- Partnered with customer service director to facilitate contract renewals, maximised customer retention-
- Key member of Deal team during sale process from US equity owner; Owner of commercial documents and major commercial contracts during due diligence process-

Senior Finance Manager, Strategic planning and Projects

July 2013 – Mar 2015

- Increased efficiency of the Bid to Contract process whilst providing transparent pricing for entire business, reducing response time to customers from 5 days to real time and significantly improved the efficacy of relationships between the Sales and Finance teams.
- Partnered with Product and Marketing leadership teams to establish competitive products and pricing strategy. Built commercial tools and pricing models based on deep analysis of all deal related activities and costs to ensure customer bids balanced company profitability with market competitiveness.
- Initiated a change management programme and recommended structural changes to CFO and Chief People Officer resulting in significant changes to the full End to End process of all deal tenders.
- Lead Commercial member of the UK Go to Market team of the award-winning Time Management Global US Product. Responsibility for all commercial aspects to the business model including developing tools for business to use to ensure quoting, contracting, billing and reporting were streamlined, and processes allowed for volume growth.

THE WALT DISNEY COMPANY, LTD., London, UK

Apr 2007– Jun 2013

Multinational media and entertainment company

Senior Finance Manager, Business Planning & Operations Fashion and Home

Nov 2011 – Jun 2013

- Conducted strategic review of Home business and provided recommendations to directors on category portfolio strategy, including prioritisation of new white spaces, and unattractive categories to exit. Acted as Business Partner to Directors

Senior Finance Manager, Commercial Finance, Disney Consumer Products EMEA

Mar 2010 – Oct 2011

- Project finance lead for Marvel Consumer Products Integration across Europe; communicated and negotiated difficult issues between Marvel headquarters in New York, Disney headquarters in Los Angeles, and EMEA during a major restructuring of European business. This project included integrating 4,000+ contracts into systems within six-month period.

Senior Finance Manager, Business Development, Toys**Apr 2007–Mar 2010**

- Overall responsibility for delivering the 5-year strategic plan to Global Toys team, engaging all relevant stakeholders.
- Provided recommendations to EMEA management, oversaw licensees, and led strategic planning and market positioning.
- Negotiated contracts with manufacturers, set financial targets as part of joint business plans and lead performance reviews.
- Successful negotiation of a complex multi-million-dollar issue with a top 5 partner
- Managed relationship with third-party research company and amalgamated team resources to perform analysis on key competitive data. Cultivated cross-functional relationships by using data across Europe where research was unavailable.
- Handled sensitive employee relations issues after departmental reorganisation. Supervised Finance Manager and Intern.

OROTONGROUP LTD PTY, Sydney, Australia**Feb 2006 – Dec 2006***(Listed premium retailer with turnover of \$AUD 150m p.a. Brands included Ralph Lauren ANZ licence)***Group Commercial Manager****Feb 2006 – Dec 2006**

Reporting to the CEO, this role involved revising and implementing the group's business strategy, restructuring the finance team and making operational recommendations to the Executive Team and Board.

- Overall responsibility for commercial finance performance supporting Buying, Merchandising and Retail teams, including recommendations on open to buy and promotional decisions. Initiated and implemented a new finance structure, with support of CFO and CEO. This role involved line management of two commercial managers.
- Developed five-year plan and one-year forecasts for the group. Responsible for understanding and reporting ongoing business performance to Executive team and Board, including identification of financial risks and opportunities. Work in this role resulted in a profits warning to investors and initiated a strategic review of group brands.
- Finance lead in project team conducting strategic review of brand portfolio of the group. Integral role in disposing of two clothing brands as part of subsequent restructure: including writing Information Memorandum, managing broker relations, bidder's presentations and successful negotiation of disposals within compressed timeframe.

ASDA STORES Ltd. / WAL*MART, Leeds, UK & Bentonville, USA**2001 - 2005***(The 2nd largest UK supermarket group, with a turnover in excess of £15Bn GBP p.a.)***Corporate Marketing Manager****Sept 2004 - Dec 2005**

Reported to the head of Corporate Marketing this role involved developing and coordinating implementation of in store promotional activity in c.280 stores to drive sales and build brand.

- Developed and implemented events program for key promotional events. Direct line management of a team of two, significant relationship management with marketing agencies and training and co-ordination of over 250 in-store events coordinators. Managed £2.5m budget. Delivered \$3M in supplier funding and reduced cost base by \$0.8m.
- Project lead for Asda's cause related marketing campaign, Tickled Pink, generating £3.5m for breast cancer charities.

International Finance Manager**Jun 2004 - Sept 2004**

Selected for three-month secondment to Wal*Mart International in Bentonville to develop consolidated reporting for Wal*Mart's 11 international businesses. This role reported directly into the International Chief Financial Officer.

Finance Manager**Oct 2001 - Jun 2004**

Commercial roles with responsibility for supporting Asda's Ambient trading divisions and Retail stores reporting to Business Development and Retail Finance Directors. Responsibilities and achievements include:

- Development and negotiation of financial/strategic plans and forecasts with Business Units. Worked with BU Directors to develop business case and gain approval for trial and rollout of initiatives to deliver 10% sales uplift. Advised buying teams in supplier negotiations to identify and deliver £50M in improved buying terms.
- Developed Pay and Bonus models and scenario planning for UK CFO and HR director

PRICEWATERHOUSECOOPERS (formerly Coopers and Lybrand) London, UK**1997 - 2000***(Audit and Business Assurance, Financial Services Practice.)***EDUCATION & ADDITIONAL INFORMATION****INSTITUTE OF CHARTERED ACCOUNTING ENGLAND AND WALES, London, UK****2000****Associate Chartered Accountant (ACA)****UNIVERSITY OF MANCHESTER, Manchester, UK****1997****Bachelor of Science in Mathematics, 1st Class**

COMMUNITY INVOLVEMENT | Launched Parent-led School Shop, Geneva English School **2016 - 2018**, Founding Member of Twyford Rethinks its plastic **2019 to 2022**