

ELENA POPESCU

Timnath, CO 80547
eapop22@gmail.com
+1 970 666 1253

Seasoned professional with diverse managerial experience in finance, strategy and business management across different industries

MBA with concentration in finance from Rotman School of Management, University of Toronto

Manager, Brand Finance
Hain Celestial

Work Experience

Manager, Brand Finance

HAIN CELESTIAL

January 2017 to Present

- Strategic planning & financial budgeting, forecasting for \$240M in sales for Personal Care & Food
- Finance support to the production plants, Supply Chain, Marketing, Sales
- P&L-s, Customer/Business Line/Brand/Region/Product profitability analysis
- Costing structure analysis (costs, freight, warehousing); Cost saving projects
- Period End responsibilities, complex Journal entries, reconciliations
- Business Review reporting and analysis: Gross/Net Sales, Selling costs, COGS, Margin, Spoils
- Customer Strategy: Price increase, promotional effectiveness, portfolio optimization and innovation, new product P&L; Trade Spend strategy
- Market trends and customer analysis: market share; product ranking & velocity,

Senior Financial Analyst, Financial Planning and Analysis

CASCADES RECOVERY

January 2016 to December 2017

- Budgeting, sales and margin analysis, process improvement, reporting, KPI formulation and reporting; complex Journal entries/reconciliations
- Accomplishments: Built processes and extremely complex models for reconciliations across three databases providing analysis for inconsistencies across big data pools as part of SAP implementation process

Manager, Financial Planning and Analysis

CST CONSULTANTS

January 2015 to December 2015

- Worked with the executive leadership to generate monthly/quarterly forecasts, predictive modelling and yearly budgets for strategic initiatives, revenue, sales force compensation, expenses and capex

- Provided financial modelling for executive decision support and created monthly flash and quarterly reports for Executive Committees and the Board of Directors; analyzed and restructured allocations rules; assessed branch acquisitions

Accomplishments: Built business case for automated budgeting & reporting software (value proposition, vendor selection & implementation); streamlined the expense consolidation process; supported alignment of sales force compensation with strategic goals

Manager, Financial Planning and Analysis

CANADIAN AUTOMOTIVE ASSOCIATION SOUTH CENTRAL ONTARIO

January 2013 to December 2015

- Supported the CFO/CRO and the executive suite to co-pilot prioritization and decision support for strategy engagements; preparation of monthly/quarterly reports, analysis and prepared presentations for the Executive Team and Board of

Directors

- Led multi-year strategic planning, budgeting & forecasting for business units of \$500MM in consolidated revenue, capex for stores/facilities/call centre and corporate departments expenses; evaluated RFP-s, prepared post-mortem of business initiatives

- Led modelling, analysis, due diligence and risk assessment/quantification for various projects (lease vs. buy, loan financing, unionized sales force compensation, software platform acquisition, new business acquisition, partnerships and business expansion

- Led a team of financial analysts

Accomplishments: Made recommendation related to pricing core products accepted by the Board of Directors; created first MD&A from scratch, re-engineered the budget presentation, all received with excellent feed-back by the Board of Directors; selected as finance expert in the process of the SAP implementation and the newly created risk assessment processes

Manager, Strategy and Transformation

SEARS CANADA

January 2008 to December 2013

- Reported to VP Strategy and liaison to Senior VP-s to support prioritization and execution of strategy engagements

- Involved in projects such as Plan to Sell Maximization, Operational

Effectiveness, Best Practices Toolkit, Associate Scorecard, Assessment of Vendor

Performance, Scorecard and Vendor Matrix, Pricing Matrix; liaised with business leaders to construct and implement strategy and techniques for negotiation with vendors, calibrate pricing and increase promotions effectiveness; prepared

Personal Care

SPPD, distribution, pricing, competitive analysis

Accomplishments: Build models for multi factor scenario analysis to forecast and analyze portfolio profitability, launched multiple successful new lines and line extensions for Personal Care & Food; partnered with Supply Chain to improve COGS, freight and warehousing forecasting accuracy; build margin analysis models to support Supply Chain team for negotiations with copackers

Executive Dashboards Presentations

Accomplishments: Worked hand in hand with the Divisional VP to lead transformation of business unit towards 10% yearly growth in same stores sales

Senior Financial Analyst

· Worked on forecasting, project governance, negotiations and settlements, cost analysis, impact of exchange rate movement and other ad-hoc projects

Accomplishments: Developed tools for P&L planning, forecasting and variance analysis, targeting identification of risks/ opportunities for business units generating \$450MM in sales; generated 5% in incremental source revenue through revision of sourcing contracts

Buyer

· Managed a business unit of \$35MM in annual sales

Accomplishments: Re-balanced customer segmentation, pricing and promotion, product mix, profitability and proposed and implemented assortment planning and marketing strategies resulting in sales increase by 8.3%

Education

Master in Business Administration

Rotman School of Management, University of Toronto, - Toronto, Canada

B.Sc. in Engineering

Ghe Asachi University - Toronto, Canada Iasi, Romania

Skills

- People and change management skills, cross functional team leadership, negotiating, networking, partnerships and building of productive relationships; outstanding communication and project management skills
- Extensive experience in strategic planning, budgeting/ forecasting, risk assessment/management, financial management, project governance, KPI/financial, NPV and ROI evaluation, pricing/costing, product/ customer P&L, Trade Spend
- intermediate
- GAAP and IFRS experience; accrual accounting, journal entries; financial statements consolidation, allocations, MD&A
- Excel expert (Pivot tables, Lookup-s, Sumif-s, complex formulas, Macros)
- Access
- Powerpoint
- Hyperion Essbase
- Peoplesoft
- @Risk (Monte Carlo simulation)
- statistical analysis
- Clarity
- Oracle
- Cognos
- Adage
- SAP
- Business Objects
- Lumira
- Nielsen

- Tableau
- English
- Spanish
- Romanian
- fluent
- French