

Edwin Petersen

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Personal Data

Date of birth: 07.08.1973
Place of birth: Achterveld, Netherlands
Citizenship: Dutch

Profile

Experienced Finance Professional with broad knowledge on Accounting, Business Control, Financial Planning & Analysis, Financial Modelling and Internal and External reporting. Used to lead people, always looking for efficiencies, eager to learn, highly motivated and dedicated. Excellent analytical, problem solving, decision-making and presentation skills. Able to motivate and connect people and ensure that commitments are followed through. I can communicate with people on all levels and establish good relationships.

Professional Experience

Petersen Finance & Control, May 2015 – Present**Owner and founder**

- Implementation of a Financial Planning & Analysis model for an international organization.
- Prepared a financial incentive model to structure employee financial incentives by matching company and individual performance.
- Implemented accounting system and chart of accounts for newly created entities.
- Annual accounts and tax returns for various companies.
- Part of the exclusive Toptal freelance network, limited to the top 3% talent.

Natural Sweet vof, July 2016 – Present**Owner and founder**

- Manage accounting, annual reports and taxes.
- Market & advertise business through various networking sites and other marketing outlets.
- Contract negotiations with vendors and customers.
- Developed a distribution model for a newly launched product line in The Netherlands.

- Traffic, conversion, trends, customer lifetime value, and cohort analysis.
- Conducted feasibility study and business plan to determine the potential of the company. Performed valuation studies, financial reviews, projected revenue streams, competitive analysis and overall profitability.

Traveltainment GmbH (division of Amadeus ITG) December 2010 – March 2015

Head of Finance – Member of the Management Board

- Rebuilt the finance function, implemented formal budgeting, forecasting and reporting systems to measure and communicate performance results to local management and corporate leadership.
- Manage all treasury and financial accounts for several entities, including the monthly consolidation of the financials. Responsible for company internal control and compliance with all local regulations.
- Modeling and forecast reporting used for decision making regarding pricing changes, changes in cost structures and effects of volatility on net income.
- Implemented KPI reporting, providing financial and operational key metrics in consolidated, actionable format, ensuring performance improvement transparency for management and operations.
- Act as the liaison for external auditors, tax authorities, banks and insurance agents ensuring that all deliverables are prepared timely and accurately.
- Prepare and present Board presentations as needed.
- Successful implementation of SAP FI/CO/SD/MM with minimal business interruption.
- Initiated cost saving actions and increased efficiencies to ensure profitability at current activity levels.
- Partnered with IT Dev and Operations VP to structure department forecasting, enhance ROI analysis, capital & financial processes.
- Prepared contracts and transfer pricing agreements for newly established development center in Kiev.
- Performed financial analysis, due diligence and integration by the acquisition of Travelaudience GmbH.
- Initiated project cost control process, for all phases of software developments, with investments of 10M€+.

Fort Dodge Animal Health (Division of Wyeth Pharmaceuticals) Sept. 1998 – Nov. 2010

03/05-11/10 Director of Finance & Administration

- Direct management of the accounting, business controlling, IT, logistics and customer service functions.

- Held ultimate responsibility for US GAAP and statutory reporting, as well as SOX compliance.
- Management of the company's forward growth planning.
- Prepare, analyze and present 3-year business plan, annual budget and forecasts.
- Support the commercial department with Financial analysis and profitability analysis.
- Created complex financial models to structure employee financial incentives and thereby efficiently matching company and individual performance.
- Implemented Score Card reporting, providing financial and operational key metrics in consolidated, actionable format, ensuring performance improvement visibility.
- Spearheaded plan to synchronize business processes and increase communications throughout various levels of the organization using CRM software, increasing transparency and generating incremental revenues.
- Initiated and developed policy and procedures to enhance work processes, promote internal controls and SOX compliance.
- Awarded Top Performer Award for Controllershship and Business Partnership.

03/05-11/10 **Finance Manager Emerging Markets**

- Developed forecast models against budgets based on key indicators, increasing accuracy of short- and long-term earnings estimates.
- Prepared ad hoc analysis and performance reports to assist management and commercial teams in decision making.
- Manage the customer service and supply chain department.
- Reviewed contracts, documents and financial records to determine compliance with transfer pricing regulation.
- Increased year-on-year cash flow by \$3.5 million by reducing accounts receivable days by 25.
- Led deal negotiations with distributors around the world, tracked KPI metrics and targets, established and enforced pricing controls, analyzed risks, evaluated revenue recognition, and assessed contract compliance.
- Reduced distribution expenses with 20% by developing and implementing new distribution policies and procedures, ensuring defined controls.

09/98-06/99 **Financial Analyst EMEA**

- Monitored and improved controls and accounting procedures where weaknesses are identified.
- Provided sound financial advice on budgeting decisions that support business strategies.
- Actively involved in implementing and roll out of new resale minus transfer pricing policy.

Refac BV, September 1996 – June 1998**Financial Analyst**

- Monitored all business-related financial transactions to ensure timely and accurate postings, recordkeeping, and reconciliation.
- Prepared analysis and performance reports to assist management and sales team in evaluating finished projects and work in progress.

Education

09/94-08/96 **Master`s Degree in Economics, Finance, Investments and Accounting**
University of Groningen

09/90-06/94 **Bachelor`s degree in Business Economics**
Hogeschool Utrecht

Miscellaneous

IT Skills: SAP
JD Edwards
Microsoft Office (Excel, Word, PowerPoint)
Google Analytics
Power BI
Crystal Reports
Pivotal CRM
Hyperion Enterprise
Hyperion Essbase

Languages: Dutch – native
English – fluent
German – intermediate

Training: IFRS masterclass - PWC
Getting things done – David Allen
Transfer pricing – Deloitte
Executive Leadership Program - Wyeth