

ILEANA V. PETRACHE

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Summary

Experienced manager with extensive experience leading core facets of IT&C business operations, generating profit contributions and overachieve targets. Particularly good at defining and aligning financial plans with business strategy by incorporating portfolio management, restructuring, smart investments, and cash generation to reinvest in business. A proven ability to constantly challenge and improve existing processes and systems. Possessing good communication skills and having the ability to communicate professionally with various stakeholders on a win-win basis.

Highlights

- Selective staff recruitment and development
- Strategic planning
- Business strategy
- Business planning and analysis
- Team leadership
- Process improvement
- Performance review
- Goal attainment
- Start-up
- Volunteer
- ERP implementation

Professional Experience

Owner Quantum Professional

July 2020- present

Finance and business consultant

Support Romanian entrepreneurs in starting up their own businesses!

- Choose the suitable legal form to open a new business considering the business needs and tax framework, personalization of the business and the scenarios over short, medium, and long-term.
- Translate the business idea into the business plan and help monetize it in the best way possible.
- Work together with owners and sales representative in relaunching and reshaping existing businesses.
- Support in recruiting staff and internal organization, software systems selection and implementation
- Risk management (mapping the finance needs and costs, stop loss, finance modeling and scenarios) and back-up plan under given context.

References can be given upon requests.

CFO and GM interim

March 2019-June 2020

Xerox Romania (Branch of Xerox Corporation)

Manage and implement the 'go to market' strategy of the company, full ownership of general management function

Manage a team of eight middle managers covering mainly sales, marketing, pre-sales, business consultants, post-sales, delivery, within 250-employee operation and dedicated network of partners and distributors.

Selected Achievements:

- Implement new scheme of sales compensation and bonuses closely aligned with country plan, change the focus and align it with specific strategic KPI for the year
- Achieve and overachieve the plan targets in terms of revenue, profit, SAG, Cash, working capital (DSO, DSI, DPO)
- Represent the company in front of internal and external stakeholders
- Best country results within the cluster based on consolidated business scorecard results, delivering the country targets FY 2019, Q1 2020 and H1 2020.

- Selecting suitable marketing campaign for indirect business to sustain business growth and healthy pipeline for H2 forthcoming business in post-sales
- Considerations for M&A prospective projects to ensure other revenue increases opportunities
- Maintain the Market share and penetration on strategic business segments
- Maintain solid partnership with key business partners (direct and indirect business) – active presence into the market

Finance Director / CFO

Xerox Romania (Branch of Xerox Corporation)

May 2009 – March 2019

Manage and implement the financial strategy of the company, full ownership of financial function

Manage finance team of eighteen encompassing Controllershship, Accounting and Internal Controls, Purchasing, Customer Admin, Credit Risk, Risk Management, Planning and Analysis, Legal.

Selected Achievements:

- Developed high performance finance team to drive disciplined growth and strengthen controls: rebuild the team from scratch and together we've won the highest award for the best finance and internal controls operation
- Consistent best ratings (20% better vs regional ratings) on management and team based on Voice of the Employees (VoE) survey
- Consistently improve cash metrics, achieve and overachieve year over year cash targets and become benchmark of the CIT region
- Improve the operating costs YoY – achieve and overachieve KPI (optimize general and admin costs with 30% in 5 years – in line with business results and profitability) and become benchmark of the CIT region
- Implement hedging instruments to protect company results against currency risks and improve forecast and planning
- Improve the purchasing function and achieve purchasing KPI YoY – projects with a contribution of +\$5M in 7 years

Finance Controller

Xerox Romania (Branch of Xerox Corporation)

October 2008 – April 2009

Responsible for statutory and corporate accounting books, ensure compliance with local and corporate policies.

Managed finance team of six encompassing statutory and corporate accounting, corporate and statutory tax, audit, controlling, treasury and internal controls.

Selected Achievements:

- Obtain the PWC statutory audit rating 'Satisfactory' – after solving an issue of +5 years of particular issue on accounting books related to leasing portfolio and save \$2M in taxes
- SAP – upgrade / Implement Hedge process for the Romanian operation
- Re-design of accounting department and function
- Improve the approval process by implementing bespoke application for Internal Documents
- Up-date all ops accounting process and policies in line with Corporate ones, with local legal requirements and business objectives
- Update and reshape taxation process (statutory and corporate) – with \$2M savings in corporate tax in 2 years
- Improve the treasury process - proper allocation and matching of funds in line with business needs

- Improve the management review process by adding a comprehensive management pack (financial and non- financial perspective of results)
- Improve the pricing process – increase process quality from 78 to 97% in >1 year.

Previous positions held:

Internal Controls Manager, Xerox Romania (April 2006-September 2008)

Leasing Manager, Xerox Romania and Moldova (March 2004- March 2006)

DSE Senior Accountant, Xerox Romania and Moldova (October 2002, February 2004)

Education

EMBA – General management, Tiffin University, Ohio-US, 2016-2018

ACCA – Association of Chartered Certified Accountants

CIMA – Chartered Institute of Management Accountants manage

Certification in Project Management: Lean Six Sigma Green Belt Certification- Xerox License 2008

CECCAR – Expert accountant, member since 2007

Bachelor's degree in economics, Academy of Economic Studies, 1990-1996, Bucharest, Romania

Languages: Romanian (native), English (advanced), French (intermediate), Italian (beginner), Spanish(beginner), Arabic(basic_ beginner).

Major Projects

2015: SAP upgrade (offshore entity) Sponsor

2014: DWS into the SAP – bespoke application for internal approval process - Sponsor

2009: Reorganizing/Restructuring process - Core Team Member

2008: Romania hedging process – Project Manager

2008: Change of Organization Culture–change agent

2007: Project Internal Documents Optimization – Project Manager

Awards

2007-Magna cum Laude Award-for continuous interest in self-development

2009-General Manager Award-for excellent performance and attitude in 2008

2009-Outstanding performance Award/ Regional GM Award- Outstanding performance in H1 2009

2009-Thank You! Award- for overall performance and contribution to Q3 2009 results

2010-Central Europe, Israel and Turkey-Star Award-Excellent performance &Business contribution in 2009

2013-Best Central Europe, Israel and Turkey Award- Excellent contribution to company success in 2012

2013-Central Europe, Israel and Turkey Best Finance Award-Overachieving Q2 2013 Targets

2014-Central Europe, Israel and Turkey- Best Finance and Internal Control Operation within region in 2013

2015-Central Europe, Israel and Turkey Star Award- Performance Excellence Award for 2014

2015 Xerox President - XIPS (Xerox Stock Incentive Program) Award – Performance Excellence-2015

2016 Xerox President - XIPS (Xerox Stock Incentive Program) Award – Performance Excellence-2016

2016-Central Europe, Israel and Turkey – Performance excellence achieving all B/S targets in Q2 2016

2017-Central Europe, Israel, Turkey and Greece – Performance excellence on Q3 Cash targets

2018-Central Europe, Israel, Turkey and Greece – Star Award 2017, for performance excellence in 2017

Volunteer programs:

- *World Vision – teenagers education support (Romanian Language & Geography) for high school final exam (July 2020-present)*
- *Support for senior people (food supply mainly) – July 2020- present*