



Profile Summary

- Professional experience: Commercial Finance/FP&A, Business Partnering, M&A/Corporate Finance, Financial Modelling, Financial Controller, Business Unit FD/Head of Finance, Management reporting, Statutory and Tax reporting, UK GAAP/IFRS/US GAAP.
- Sector experience: Technology, Fintech, SaaS, Telecoms, Investment Banking, Healthcare, Professional/Financial Services

Qualifications and Training

- ACA Qualified, KPMG trained
- BA (Hons) Accounting and Finance

Experience

Present

Jan 2019

Interim M&A, Modelling and Exit Preparation

Providing Corporate Finance and Modelling services to a range of businesses including PE / VC backed, Corporate, and Startup businesses, supporting a range of stakeholders

Client: Retail - £50m - Backed by Livingbridge Type of service: Financial modelling

- I provided financial modelling support to the CFO and Senior Advisor to the business. Client required a financial model to support them on the implementation of a new organic growth project
- Looking to set up as a lender and therefore required a large 3 statement integrated financial model to forecast and sensitise the potential financial performance and returns
- The model had to be built to accurately reflect various components including detailed loan calculations, and therefore was both technical, commercial but also had to be user friendly
- The model was presented to the Board and Investors and used to get approval to progress with the project

Client: Data and Analytics - £10m – Backed by Horizon Capital Type of service: Financial modelling / M&A Consultant

- I provided financial modelling and M&A transaction support to the CEO and CFO
- Client were in exclusive talks to acquire an Owner Managed Marketing Tech business with operations across Europe and the US
- I worked with the Sell side advisors, lawyers, DD advisors, and Tax accountants to manage the transaction on behalf of the client
- I also created several new financials models to replace the current management reporting and consolidations process creating efficiency and professional tools to support the CFO and professionalise his finance function

Client: Confidential – NDA Type of service: Financial modelling

- I provided financial modelling support to a leading PE backed Gym group who are in the process of an IPO
- The focus of the assignment was to build a consolidated integrated 3 statement model for the group, as well as adding in functionality to feed in different financing structures

Client: Healthcare/Retail - £800m Type of service: Financial modelling / M&A consultant

- I provided support to a leading PE backed Healthcare and Retail business. The business is looking to diversify as well as grow their existing business via M&A



Contact me directly for more information or to book an interview

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- Due to the high-profile nature of this engagement, I worked only with the CEO, CFO, and General Counsel, and provided analysis to the Board and Investors looking at several potential acquisitions (Sub £10m, Sub £200m and sub £500m) one of which we were in the final stages of going to exclusivity

Client: Technology - £8m – Backed by Marlin Type of service: Cashflow modelling – 1 3-week cash flow model

- Supporting a fast-growing European technology business with the new build of a TWCF model
- I was supporting both the CFO and Marlin Operating Director. I have built a new, professional, streamlined and fully integrated cash flow model for the Group, and at a standalone legal entity level, which has enabled the client and Marlin to monitor actual vs forecast cashflow on a rolling weekly basis thereby helping to improve their cash collection and credit control

Client: Corporate Finance House – Sale process to PE Type of service: Sell side valuation

- I was engaged by this well-known corporate finance house in supporting them with the sale of a SaaS business (EdTech) on behalf of their client
- The client is looking to sell to a PE buyer, and I have built an integrated 3 statement and valuation model to assess and advise the owners and corporate financiers on prospective valuations and future financial performance
- I presented my findings to the current owners, and my model is being used as part of the process to market the client to a list of leading PE firms

Client: Travel - £200m – Backed by 3i Type of service: Financial modelling / FP&A / Corporate Finance I provided support to the business during one of the most challenging periods the business has ever faced. UK's leading Tailormade travel business and has been significantly impacted by Covid. I provided financial modelling services to support a £50m refinancing of the business

- Own output of presentations to senior stakeholders including exec, banks and 3i (P&L, BS and Cashflow)
- Deliver scenario analysis and management information requests
- Developed a new forecasting model to support several reforecasts and the budgeting process
- Supporting the business on project tracking and forecasting, working on a high-profile transformation project (Quest)
- Ownership of Investment cases for long term capital investment decision making

Client: Retailer – One of the UK's leading privately owned retailers Type of service: Investment appraisal / Financial modelling / Business planning

- Developed a business plan and financial forecasts / investment model for a potential new business venture for a leading wholesaler and retailer in the UK. Pitching for an investment of £7.8m

Client: B2B Services - £2bn – Backed by Inflexion Type of service: Financial modelling / M&A integration

- Providing technical valuation modelling and accounting support to integrate acquisitions and streamline processes, working with Director of Finance, Business Unit FD, Head of M&A and external advisors
- I successfully built integrated valuation models covering the business valuation process for 5 acquisitions, and developed workbooks covering the full post acquisition purchase accounting



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process

- I also developed a new model from scratch to streamline the annual group impairment review

Client: Professional Services - £50m – Backed by HG Capital Type of service: Financial modelling for M&A

- A commercial and strategic role providing financial modelling support for acquisitions pre and post deal, working with the Group M&A Director and CFO
- I have worked on several acquisitions, building integrated 3 statement financial models from scratch to forecast free cashflow over 3-5 years (forecasting P&L, BS and Cashflow).
- I successfully built integrated models for 4 deals providing forecasts by month over a 3-5- year period
- My models have been incorporated into the Investor model for the group. The acquisitions are all service based businesses with largely subscription revenue generating business models

Client: Healthcare/Retail – £800m Type of service: Financial modelling and M&A support

- I was responsible for providing full support in relation to M&A, providing analysis and advice to the CFO, Head of FP&A, Investment / Appraisals team, and Head of Estates
- I have provided all round strategic and corporate finance advice, providing the business with a range of purchase prices using key valuation techniques and modelling analysis (Forecasting Revenue and EBITDA, Cashflow (DCF), Multiples, Payback, ROI / IRR, Sensitivity)
- I provided advice and analysis in relation to a potential £60m acquisition, including supporting the Head of Estates on the final pitch to senior management. I developed a gold standard valuation and modelling template which was presented and has been rolled out
- I have developed detailed models and analysis covering acquisitions, disposals, relocation, carve outs, closures and consolidations

Client: UK's leading Tech distribution business Type of service: Statutory / Tax reporting, and financial modelling

- I was responsible for the UK consolidated and standalone statutory reporting under UK GAAP and IFRS for a £3bn business (circa 45 legal entities) which is part of a FTSE 100 group (DCC Plc)
- I also owned the process for completion of the UK Tax packs. This was a high-profile technical role which required me to manage the full year end reporting process for group and to be the key point of contact for Divisional FC's, Group (DCC) and the Auditors (KPMG)
- I was responsible for forecasting cashflow for a Swedish based business, a tech distributor
- I forecasted working capital cashflow and FX hedging requirements in relation to USD, GBP, EUR, and Swedish Krona using working capital data to highlight cash flow requirements each month on a rolling 10-week basis

Nov 2018

Senior Commercial Finance Manager

Healthcare

Apr 2018

A high-profile role providing all round strategic finance support to the Private and Specialist business. This was a newly created standalone role to provide support on key projects, working with senior level stakeholders (Divisional Directors, Group CFO, Exec team including Carlyle Private Equity) to partner with the business to drive Revenue and EBITDA growth, and to provide analysis and modelling to support strategic decision making

- Full P&L (c£1 00m Revenue) responsibility providing weekly, monthly and quarterly reporting to the business
- Agreed KPI's and financial targets with business, and tracking financial performance vs plan



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- Responsible for budgeting, forecasting, and the development of KPI's and the 3-year plan
- Financial modelling to support strategic decision making, including Revenue and EBITDA projections of new initiatives, and providing Revenue and EBITDA and cashflow forecasts to the Exec and Carlyle
- Providing analysis and advice to the business to highlight the key drivers of underlying financial performance by treatments – Revenue and EBITDA Key Achievements:
- Supported the development and successful implementation of several new strategic initiatives for growth. This involved financial modelling and analysis to support the decision-making process
- I developed a new professional suite of reporting to provide insightful commercial analysis and reporting to the business and Carlyle. This included taking ownership of analysing a vast amount of BI data (R4 reporting tool), setting up new KPI's and BI reporting, and aligning BI to financial information.
- Analysis and recommendations have led to:
 - o I built a new earnings model for the business which has driven an increase in the recruitment of key hires, provided focused KPI's for sites, and reduced fees
 - o Reduction in staff costs across the estate of 630 sites – £11 .5m
 - o New and more focused KPI's for the business which has led to increased focus on high growth areas
 - o More efficient and focused marketing spend

Apr 2018

Senior Finance Manager (FTC)

Financial Services

May 2017

As the FC for the Ecommerce businesses (c£500m Revenue) I managed a team of 4

- My role, as Financial Controller, was responsible for managing financial control, management / statutory reporting and the provision of finance support to the business working with various stakeholders including Operational Finance, Billing and Collections, the Ecommerce Business Unit and Product Managers, Group Finance, and the Technology group (GTE)
- Alongside BAU financial reporting, my team's output included financial reporting and analysis for decision making and project support, enabling the business to understand the key drivers of Revenue, EBITDA, and risk from a financial perspective Key achievements:
- Supported a major merger in Jan 18, and as the deal was focused on unlocking economies of scale value, and growth in the Ecommerce business

Feb 2017

UK & Ireland Finance Manager (M&A)

Technology

Aug 2016

A high-profile strategic finance role, responsible for providing full M&A support

- I supported 5 deals with enterprise values ranging from £6m to £20m:
- Key finance support to the Business Development team providing due diligence and valuation modelling (DCF) support to the deal process
- Assist in drafting and reviewing Sales and Purchase agreements and highlighting to internal stakeholders of purchase price adjustments and impact of deal terms
- Responsible for project managing the post deal integration which involved working with stakeholders across the group and the acquired business to implement strategy and integrate the businesses into the overall group.
- Managing the 100-day plan in terms of financial integration
- Finance lead (in effect FD) for each of the acquired businesses to ensure accurate financial reporting and controls are in place, reporting the monthly financials to senior management including the business unit Director, UK FD and MD.
- Responsible for reviewing the financials, reporting to Group on actual performance vs plan, forecasting P&L performance, and development of KPI's in line with the strategic objectives
- Worked as part of a high-profile team which successfully closed 5 deals
- Review of financial statements has led to reduced purchase price, and developed more accurate forecasting for post deal performance for 2 acquisitions



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Aug 2016

Dec 2012

- To date I have helped to fully integrate 2 businesses which are now reporting and booking their business transactions directly into the group ERP system

Assistant Vice President

Financial Services

A high profile and commercial role, which required an in-depth understanding of the key drivers of historic and forecasted business performance

- Managing a team of 4 qualified accountants, as FC, I was responsible for the financial control, production and analysis of legal entity financial information. Experience in analysing large amounts of data, and providing high quality output and support to various stakeholders
- Reporting cycle included P&L and Balance Sheet analysis, statutory reporting and financial control (Platinum award winner), and Board pack for executives. UK GAAP, IFRS and US GAAP experience
- Successfully helped to transfer and set up a new low-cost UK finance function in Chester, including the development and streamlining of financial control and reporting outputs
- I was involved in the development of comprehensive board packs covering various KPI's in line with the strategic direction of the business
- I was also involved in the successful automation of the financial statements production and audit process of >100 UK entities, as well as developing the controls and reporting infrastructure and outputs for key regulated entities
- Significant business partnering experience, with involvement in working with business heads in relation to the development of the corporate banking business
- I also provided Revenue and Profitability analysis which led to new business ventures and helped to drive the consolidation and simplification of the group structure

July 2012

Jan 2012

Commercial Management Accountant

Financial Services

A leading UK financial services specialist – Backed by Cabot Square Capital

- Responsible for the management of group performance analysis (c£20m Revenue), including production and analysis of monthly financial information for all companies and associated variance analysis and presentation to senior management, reporting to the CFO and CEO
- Profitability analysis of new and existing financial products, financial evaluation of sourcing channels and financial appraisals of potential new business opportunities.
- Advising senior management on the key drivers of revenue, EBITDA, and ownership of KPI dashboard
- Development of KPI's for the business incorporating data from multiple systems to aid decision making and allow performance monitoring (Oracle BI)
- Strong systems and excel experience including the creation and maintenance of complex financial models

June 2011

Oct 2010

Business Analyst

Software & Technology

- Financial reporting research and analysis of company accounts and accounting regulations to build the financial statement disclosure content for the development of new accountancy software – iXBRL and Sage One (SaaS). Strong UK GAAP, IFRS and Company Law experience

Sep 2010

Sep 2007

Auditor

KPMG

- Audit client base covering businesses from small owner managed to FTSE 100 and AIM listed companies. Client base covered a range of industry sectors



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