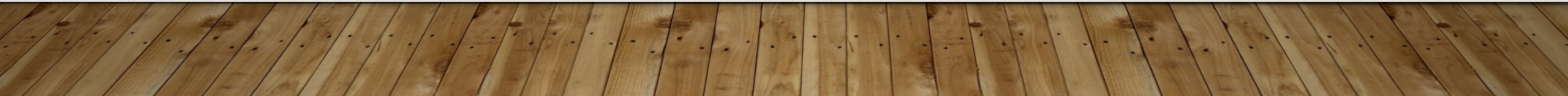


# CAREER OVERVIEW- DIRECTOR OF FINANCE

## CORPORATE FINANCIAL PLANNING AND ANALYSIS

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# WHAT DO I DO?

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- As a Director of Finance I help companies understand how much money they can expect to make over a given period of time.
  - This is very broad
  - Generally finance roles are specialized by industry and type of revenue maker or expense

I specifically help ecommerce companies understand how much money they will make from building enhancements to their websites.

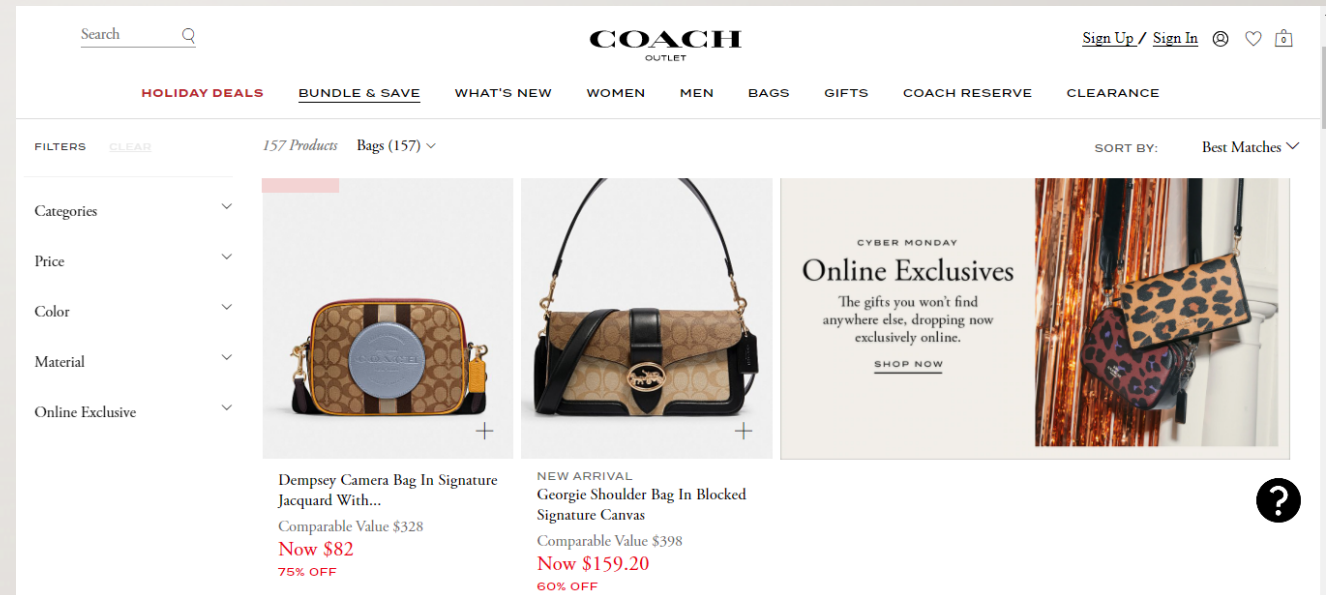
# REAL LIFE PROJECT #1

- Launched CoachFactory.com in 2010

What did I do?

I was responsible for tracking the costs to build the website, working with merchants to price the inventory, setting our profit targets and sending updates to the CEO when the site was launched.

Fun Fact: The website was more successful than our original site at one point in time!





# REAL LIFE PROJECT #2

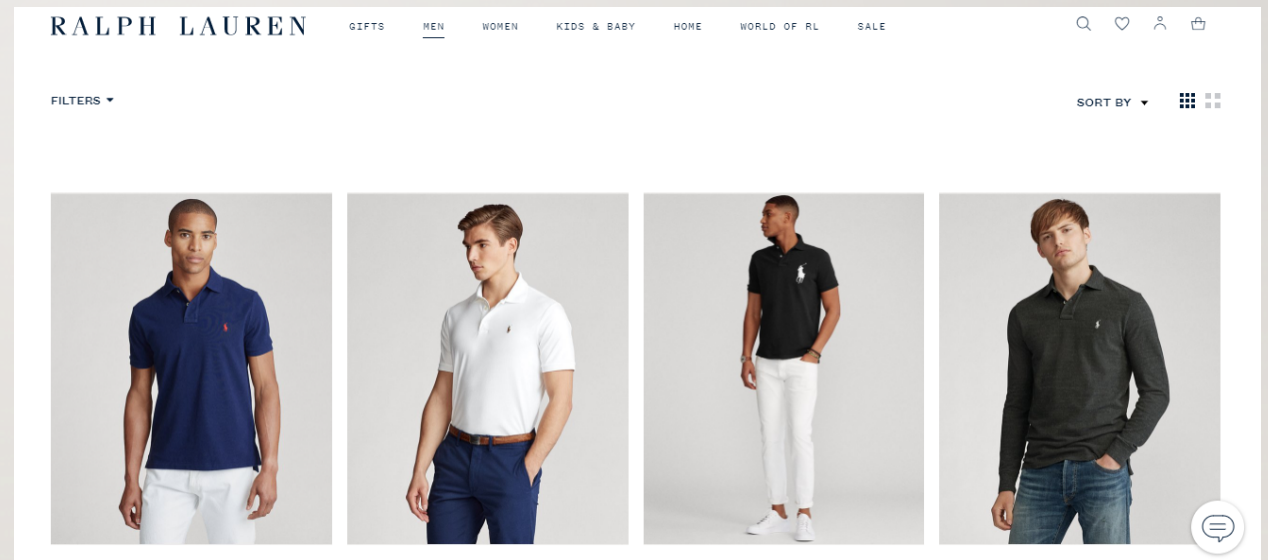
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- Launched new Ralph Lauren Website in 2017

What did I do?

I was responsible for tracking the costs to build the website, helping select a payment processor for customers, setting up a team to reconcile the payments.

Fun Fact: I travelled to Dublin to launch the website and we set up a HQ in Ireland.



# WHAT IS THE ROUTINE OF A FINANCE DIRECTOR?

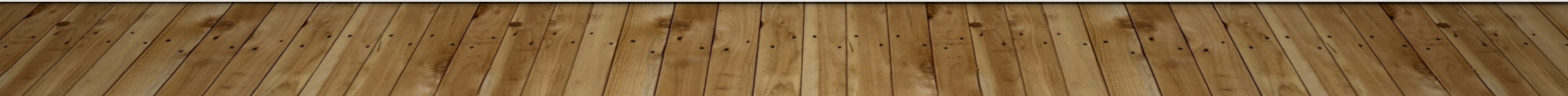
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- Most finance roles are fairly structured
- Two busy weeks in a month
  - Review the actual spend of the prior month – first week
  - Predict how the next rolling twelve months will flow – second week
- Two weeks focused on projects and information gathering
  - Important to make smart use of your time

# WHAT DO I LOVE ABOUT BEING A FINANCE DIRECTOR?

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- Numbers oriented
- Analytical
- Can use skills across a variety of industries
- Steady job- every company always needs a finance person
- Practical skill that can be applied in your day to day

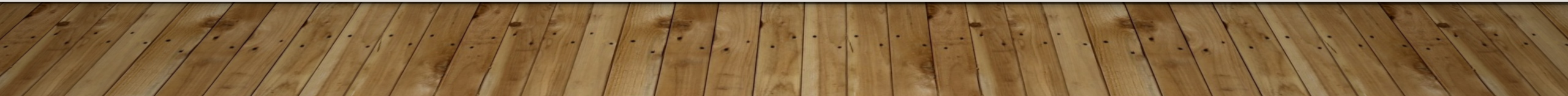




# WHAT IS HARD ABOUT BEING A FINANCE DIRECTOR?

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- Deadlines and deliverables are non-negotiable
- Sometimes viewed as a bean counter and opinion can be dismissed
- Delivering bad news



# WHAT IS THE PATH TO BE A DIRECTOR OF FINANCE

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- Education:
  - Bachelors Degree is required
  - Masters or MBA is helpful
- Major: Finance and Accounting
  - Alternatives: Math, Economics, Engineering
  - Other majors: depends on network and experience



# NEXT STEPS IS EXPERIENCE

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Tips to land first job: Depends on network and experience

- Develop finance experience:
  - Work the cash register, set a budget etc
- Expand your network:
  - Reach out to people on LinkedIn- Invite for virtual coffee, tap your alumni network
  - Be creative- I have had people message me via social media.