

**Edwin Petersen**

Address: Sint Pietershof 62, 6411KG, Heerlen, The Netherlands

Phone: +31 (0) 640827699

E-mail: info@edwinpetersen.nl

**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**

- Prepare Fundamental business plan, business model and investors documentation for a start-up in the travel industry located in the USA.
- Implementation of a Financial Planning & Analysis model for an American Company in the beauty industry.
- Enhance the budgetproces for one of the largest utilitycompanies in The Netherland bij adding additional variables for the customer acquisition.
- 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.
- 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