

Anne Ferraro

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Freelance since Sep 2022

Trusted advisor to CEO's, board and shareholders

Experienced in Finance, Legal, HR & Data Protection

Highly focused on meaningful projects to positively and ethically improve society

OFFER

- Provide professional services in finance, legal, HR and administration within international small to medium organizations, aiming at having concrete impact and adding long-term value
- Streamline and integrate staff functions to help organizations reaching their mission and objectives
- Develop close collaboration and act as a primary point of contact with internal and external multiple stakeholders
- Participate to team development and promote its added value

EXPERTISE

- Financial executive with +20-year solid experience in companies' management
- Deep knowledge in audit, accounting & controlling, business planning and reporting, legal and HR management combined with expertise in business partnering and general data protection rules
- Experience in corporate, startup and middle size companies with international exposure
- Rigorous, analytic, results-driven and solutions oriented
- Independent, hands-on, proactive and critical minded
- Team player with effective oral and written communication skills
- Negotiator/influencer with strong networking aptitude
- Fast-learner and able to adapt to multiple contexts

EXPERIENCE

2022 to date

THE WITTY BEE, Brussels, Belgium (**freelance / 2 days per week**)

Private equity, holding company of several companies in Belgium, Luxembourg and France owned by private investors

INTERIM CHIEF OF STAFF & FINANCE DIRECTOR

reporting to Directors/Shareholders

- Lead the financial, treasury and legal management of the group companies
- Management of the international investment's portfolio
- Advisor to Directors and shareholders

2015 to 2022

THE LITTLE GYM EUROPE, Brussels, Belgium

Leading motor-skill program for children aged 4 months to 12 years, combining fun and education in an innovative way, network of +50 franchises in 10 different European countries

CHIEF FINANCIAL & LEGAL OFFICER / STRATEGIC ADVISOR

reporting to Board of Directors

- Executive Management: Act as management team member shaping the group strategy, produce financial modeling, attend and make presentations to board meetings
- Financial Management (group of 4 companies in several European countries): Supervise accountancy, elaborate tracking and monthly reporting, set up and monitoring of budgets and planning, set up of yearly financial statements, manage corporate housekeeping, drive cash flow management, liaise with banks, make presentations and recommendations to the board, incorporate new UK entity from scratch
- Administration: Manage insurances, litigation and all legislative matters, car fleet and subsidy
- Legal Management: Hold contracts negotiations with franchise candidates and their legal counsel, draft franchise and commercial contracts, ensure compliance with European and local franchise and commercial legislation, manage legal issues at the European level, process to trademark registration and follow up, manage all legal requests
- Data Protection: Act as Data Protection Officer for the franchise network, define data protection strategy and ensure data protection compliance
- HR Management: Manage recruitment process, monitor compensation and benefit, elaborate employment contracts, set up of HR policies and procedures, coordinate performance evaluations, manage payroll, ensure social law application
- Business Development: Participate to the franchise candidates' selection and recruitment committee, be responsible of franchise candidates for any financial related topic, business model presentation and sale to candidates
- Coaching of Franchisees: Be responsible of franchisees for any financial and legal related topic (during the business plan elaboration and search for funding), process to audit of franchised units, provide financial and legal training to franchisees (group sessions and face to face)

2016 to 2022**PRIVATELY-OWNED GROUP**, Brussels, Belgium

Group of companies owned by several private investors, including the main entrepreneur of The Little Gym Europe

FINANCE AND ADMINISTRATION DIRECTOR

reporting to Directors/Shareholders

- Lead the financial, treasury, administration and legal management of the group composed of:
 - **TWINSCAPE**, an innovative company focusing on the design and custom manufacturing of complex systems to cover and divide swimming pools, mainly hidden movable structures: manage the holding company in Belgium and liaise with the local finance directors/accountants of the operating companies located in the UK & US
 - **Several companies** active in consultancy, real estate and the development of talented show jumping horses
 - **Family office** companies of the majority shareholder of The Little Gym and Twinscape
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2011 to 2014**PRIVATE ACTIVITIES**

- Management of the family real-estate properties
 - Active member of boards of collective building ownerships
 - Voluntary auditor of the quarterly and yearly financial accounts for real estate ownerships
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2004 to 2011**PROXIMUS**, Brussels, Belgium

Leading Belgian provider of integrated telecommunication services

- 2008 to 2011 **PRICING/MARKETING MANAGER** (Enterprise Mobile Business Division)
reporting to Pricing/Marketing Senior Manager and Director

- Closely collaborate and support the business to improve pricing performance and profitability
- Identify and shape pricing and profit optimization strategies to recommend price/promotional tactics
- Ensure internal/external price coherency and strategic positioning of the Mobile portfolio
- Develop business cases and model pricing scenarios for specific opportunities

- 2004 to 2008 **SENIOR BUSINESS CONTROLLER**
reporting to Financial Performance Senior Managers

- Act as controller for multiple departments: B2B Marketing, Corporate Sales, Customer Service, Corporate Direct Margin, Roaming & Interconnect and Belgacom Group support departments (Strategy, Finance, Legal, HR, Corporate Social Responsibility, Sponsoring & Events, Regulatory, Public Affairs, Communication & Public Relations)
 - Partner with key business stakeholders and act as primary point of contact for the business
 - Drive the financial budgeting/forecasting processes and analyze/explain variances versus plan
 - Review and challenge financial business cases and advise on investment decisions
 - Propose improvements of financial processes and help their effective implementation
 - Lead the development of the corporate revenue and cost of sales planning model
 - Analyze the corporate direct margin and elaborate company reporting to the shareholders
 - Build and present competitive analysis on Belgian and EU regulatory updates
 - Empower a team of 2 business controllers and 2 consultants
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2003 to 2004**LEVI STRAUSS**, Brussels, Belgium

U.S. clothing organization

TREASURY FINANCIAL CONTROLLER

reporting to Treasury Controller

- Monitor the financial reporting of foreign exchange and cash management activities in compliance with U.S. and Belgian treasury accounting principles
 - Partner with the treasury risk team to analyze financial results of the risk strategy
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2002 to 2003**ZENITEL**, Brussels, Belgium

Belgian-Norwegian wireless technologies organization

CORPORATE FINANCE MANAGER

reporting to Group Finance and Administration Director

- Deliver the financial consolidation and reporting to the management and board members
 - Drive the planning consolidation exercise and support the local teams in their own planning process
 - Conduct internal audits of local entities and advise on recommendations to the management
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2001 to 2002

LATERIO, JOINT VENTURE ACCENTURE – BPOST, Brussels, Belgium
Belgian consultancy services organization created in 2001 & closed in 2002

FINANCE MANAGER & MANAGEMENT TEAM MEMBER
reporting to Joint Managing Directors

- Develop the financial reporting to the joint managing directors and shareholders
- Process the first annual financial statements and manage the first external audit

2000 to 2001

SCA PACKAGING (now DS SMITH PACKAGING), Brussels, Belgium
Packaging Group of SCA, a Swedish integrated paper organization

FINANCE CONTROLLER
reporting to Group Financial Controller

- Manage the consolidation of management accounts in accordance with IFRS
- Deliver the financial reporting to the management committee
- Coach and supervise a team of 3 reporting analysts and coordinate the local finance teams

1996 to 2000

PRICEWATERHOUSECOOPERS, Brussels, Belgium
International financial services organization

SENIOR AUDITOR
reporting to Audit Managers and Directors

- Conduct audit missions within domestic and international companies from various industrial sectors
- Coordinate audit teams up to 5 persons, coach and supervise junior auditors

EDUCATION

2019	DATA PROTECTION INSTITUTE , Belgium Certificate in Data Protection: Certified Data Protection Officer
2009 & 2004	VLERICK BUSINESS SCHOOL , Belgium 2009 - Marketing Master Class: Customer Value Management 2004 - Finance Master Class: Financial Performance Management
1992 to 1995	LOUVAIN SCHOOL OF MANAGEMENT , Université Catholique de Louvain, Belgium Master of Sciences, Business & Engineering : Ingénieur Commercial et de Gestion
1994	RICHARD IVEY SCHOOL OF BUSINESS , University of Western Ontario, Canada Master of Business Administration classes, one semester exchange program
1990 to 1992	UNIVERSITE SAINT-LOUIS , Belgium Bachelor, Business & Engineering : Sciences économiques, sociales et politiques / Ingénieur Commercial

LANGUAGES

FRENCH	Native language
ENGLISH	Outstanding proficiency – oral and written
DUTCH	Professional proficiency - oral and written

IT SKILLS

FINANCIAL SYSTEMS	Knowledge of Winbooks, SAP, TM1 and Cognos
OTHERS	Proficiency in Microsoft Office 365 and Google Workspace

INTERESTS

HOBBIES	Photography, travelling and fun/cultural activities with family and friends
SPORTS	Nordic walking, Pilates and alpine ski
VOLUNTEERING	Auditor of the financial accounts for real estate ownerships