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| **David Betts FCCA** | High Wycombe, Bucks davebbetts@gmail.com[www.linkedin.com/in/davebbetts](http://www.linkedin.com/in/davebbetts)<https://davebbetts.com/>  |

**Finance Director / CFO / MD**

I have over 25 years’ commercial accountancy experience with some of the world’s foremost companies including **Dell, Pfizer, Dun & Bradstreet** and **Blackberry** in the UK & Canada. Managing global teams of up to **30** with budgetary responsibilities of up to **$300m**, I have designed and implemented large-scale projects such as a Global Channel Program driving over **20% revenue growth** in the UK alone. My understanding of how small businesses operate, and the challenges SMEs face was heightened by having **built, developed, and sold** **my own** **business in Canada**. With **M&A** experience and exposure to the **Private Equity** / Venture Capital sectors I am seeking a position as a Managing Director, Finance Director, CFO or General Manager of a SME ideally within the technology, telecommunications, pharmaceutical or FMCG sectors. I am flexible concerning location and hours.

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| **KEY SKILLS** | **KEY ACHIEVEMENTS** |
| 1. Blue Chip P&L Responsibility
 | 1. Global Channel program design & rollout, **20%** sales growth |
| 1. Project Management
 | 2. Saved **$400m** from COGS as Finance lead at Blackberry |
| 1. Cost Reduction Strategist
 | 3. Built, grew, and sold **$0.5m** catering & food truck business |
| 1. Global Crisis Management
 | 4. Designed a global pricing system creating **$20m** of value |
| 1. Team Creation/Performance
 | 5. Creatively avoided **$20m** contractual penalty |

**Career Experience**

**Dun & Bradstreet, UK**

*The Dun & Bradstreet Corporation provides commercial data, analytics, and insights for businesses.*

**SENIOR DIRECTOR OF FINANCE - UK/I & WORLD-WIDE NETWORK** (Nov 2020 to present)

* **$300m** Direct Business Revenue responsibility.
* Leading team of **13,** creating a new org structure.
* Creatively avoided **$20m** contractual penalty, accelerated **$3m** cash flow by 7 years.
* Negotiating with external partners driving **$250m** of complex 5/10-year contracts.
* **10.2%** 3-year compound sales growth averaging **105%** of related annual plans.
* Finance lead in **$40m** partner selection and strategic market set-up.

**Magicard Ltd, UK**

*Private Equity Owned, Magicard is a pioneer of ID card printing technologies.*

**DIRECTOR OF COMMERCIAL FINANCE & CHANNEL** (May 2018 to Dec 2019)

**Key Achievements;**

* Led a multi-functional global team of **30** based in Asia, Europe, Middle East, North America.
* Designed, built, and rolled out Magicard’s **first** Channel Program to customers worldwide, including elements for pricing, rebates, new products, marketing, and technical support.
* Drove UK revenue growth **>20%** in 3% market by radically changing distribution network.
* Improved sales per rep efficiency **61%** and profitability **30%**.
* Presented to Board members on Channel Program progress, sales KPI’s & profitability.
* Replaced weak one-page contract with robust 5-year contracts that meant **80%** of global revenue was now covered, setting the business up for a successful sale.

**Dun & Bradstreet, UK**

**HEAD OF COMMERCIAL FINANCE** (Jul 2015 to Jan 2018)

**Key Achievements;**

* **$80m** Direct Business P&L responsibility.
* Maximised upfront revenue to **60%** from 30%, whilst adhering to IFRS15 / ASC 606.
* Achieved an outstanding **9/10** Net Promoter Score (NPS) in a 360-degree feedback survey.
* Closed over **$10m**/yr multi-year deals including face to face customer & legal negotiations.
* Led key Sustainable High Performance (SHP) initiative, inspiring people to adopt principles of Movement, Recovery, Mindset and Nutrition bringing best self to work and home.

**ATS Automation, Canada**

*Automation Tooling Systems based in Canada, designs and builds factory automation systems.*

**SENIOR DIRECTOR FINANCE (**Oct 2014 to Jun 2015)

**Key Achievements;**

* **$100m** Project P&L responsibility.
* Led a team of **5** located in Malaysia, Singapore, Switzerland and Canada.
* Saved **$10m** closure costs and **50** jobs by leading divestment of a division to Chinese buyer.
* Worldwide co-ordination and ROI analysis of **$20m** projects.
* Presented segment performance and KPI’s to Board members.

**Great British Bake, Canada (Personal Catering and Food Truck Business)**

*Created $0.5m turnover business that was then sold for profit. Clients included Google and Microsoft.*

**OWNER** (Jul 2012 to May 2015)

**Key Achievements;**

* Hired a team of **5**, providing mentoring and training.
* Grew sales **400%** as owner of Great British Bake to **$0.5m**/yr.
* A leader in the food truck movement to gain increased access to locations via presentations at city council meetings, appearances on live TV and interviews in newspapers.
* Negotiated several co-promotions and secured large orders with UK, local and global companies Inc. Google, Microsoft, Fever Tree, Belvoir, pastry makers and local providers.

**Blackberry, Canada**

**DIRECTOR OF HANDHELD FINANCE** (Oct 2009 to Oct 2013)

**Key Achievements;**

* Reduced **$400m** from operating costs by changing product sourcing strategy and heads.
* Prevented financial penalties of $2m to **$20m** by the introduction of a global pricing system.
* Decisive in times of trouble reducing headcount **50%** (10 to 5) at Blackberry saving **$0.5m**.
* Built global pricing system to optimise pricing and profit for 40m unit/yr. Handset business.

**Dell, SMB FINANCE MANAGER, Dell Canada (Jan 2006 to Oct 2009), Dell, UK (Dec 2003 to Jan 2006)**

* Owned & located a centralised European project successfully saving sales reps **>10%** time.

**Pfizer, UK SALES FINANCE MANAGER (Feb 1992 to Mar 2003)**

**Key Achievements;**

* **£50m** Animal Health P&L responsibility.
* Responsible for Financial Due Diligence of **£60m** sector for acquisition of Warner Lambert.
* Presented to Board members of Animal Health at the headquarters in New York.

**Education & Credentials**

***Professional Development****:* ACCA 1998, FCCA 2003, CPA 2014, Dual British & Canadian Passport.

***Technical Proficiency****:* Office, SAP, Oracle, Salesforce, Concur, Workday, e-Commerce, social media.

**School Education:** Dane Court Grammar School, 3 A Levels and 10 GCSE’s.