

ANNE WESTALL

Forensic Accounting | Management | Troubleshooting Specialist
Multi-Sector Experience | Consultant/Partner to Business
Associate, Association of Certified Fraud Examiners

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EDUCATION

Bachelor of Commerce (Commercial Law)

University at Albany—SUNY

Certified Fraud Examiner's Course

Association of Certified Fraud
Examiners (ACFE)

BEST KNOWN FOR

- ✓ Asking questions that challenge tradition.
- ✓ Delivering innovative ideas and solutions.
- ✓ Being a competitive player
- ✓ Valuing perseverance and rarely giving up.
- ✓ Blazing new trails.
- ✓ Analyzing situations to reach a quick, meaningful decision.
- ✓ Adapting well to different environments.
- ✓ Demonstrating efficient and effective problem-solving.

TESTIMONIAL EXTRACT

"Anne's personal integrity includes a strong sense of right and wrong and that comes through in her work. She backs her judgment, takes her work through to completion without compromise, and performs well when the pressure is on. Anne's intellect and inquisitive mind have given her confidence to back her gut instincts, communicate easily, and get to the underlying point of an issue."

—John Smith, former CFO, ABC Corp Partners

Most financial people use numbers as the end goal. Yet numbers are simply the next step toward a real-world business decision that will cement a strategy or a vision for a more prosperous future.

The best numbers are a means to an end; intelligent forecasts that guide C-Suite executives to plan the future, analyses that help engineers contain project costs, or data used in negotiations that ensures fair contracts and mutual understanding with major suppliers.

The key is making the data come alive in insightful business reports and smart data that is meaningful in the real world.

Value Proposition

Healthy skepticism: Inherent doubt that all financial management can be perfect, led to quick 'wins' on the board for several companies. For a business struggling with difficult trading circumstances across three entities, uncovered \$60K of unclaimed sales tax errors—a significant breakthrough. For another company, exposed data entry errors that improved the bottom line by \$30K.

Inquisitive: 18-month Investigation into freight forwarding invoices, revealed 11% overcharging on currency adjustments. The freight forwarder's contract was terminated, and a new provider appointed—one with a greater commitment to transparency and accurate currency calculations.

Persistence: As Chief Operating Officer, investigated a master franchisor obstructing the flow of sales and revenue data, and concealing the true cost of software in retail branches. Intensive "detective work" conducted with software vendors showed full-price billing—prompting a swift reversal of invoices and more realistic pricing.

Industry experience: Manufacturing, wholesaling, retailing, banking and finance, sporting, not-for-profit, property and service.

Areas of Expertise

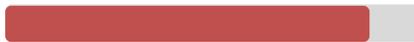
Process Optimization



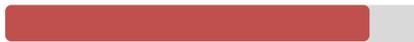
Forensic Accounting



Strategic Planning



Expectations Management



Financial Investigations



Change Management



Account Anomaly Examinations



Team Leadership & Development



Cash Flow Management



Balance Sheet, P&L Reporting



Prominent Engagements

SOFTBALL INCORPORATED, Albany, NY

6/2015–Present

Consulting Accountant

Hired to scrutinize accounts and restore order following a consolidation of all business operations. The need for resolution had accelerated after three prior contract accountants had failed to provide a permanent solution for accurately capturing and entering data—a mission crucial for reconciling and collecting outstanding accounts. Widespread lack of confidence placed pressure on the department to restore good faith at Board level.

Trust flourished as the tally of accomplishments grew and milestones were reached—leading to greater board confidence.

Rapid-fire results:

- ✓ Recouped and exceeded personal cost of employment by \$25K.
- ✓ Exposed accounts and supplier invoice errors that showed \$29K in sales tax had been unclaimed.
- ✓ Cleared all state-based accounting issues.
- ✓ Resolved legacy accounting flaws during detailed reconciliations that had direct Board implications.
- ✓ Surpassed expectations for cutting debtor days by 7% and increasing creditor days by 11%.
- ✓ Discovered \$23K in an overstated superannuation guarantee charge after reconciling the historical account.
- ✓ Ensured higher cash reserves were available at the end of each quarter to capitalize on annual grant funding cycles.



“One of my most important contributions to Softball Incorporated, was to introduce a more cynical, questioning eye; urging people not to take things at face value—especially when reviewing supplier invoices/statements”.

HOPEWELL CLOTHING COMPANY, Albany, NY

7/2014–5/2015

Contract Company Consultant

Replaced temporary accountants and a Deloitte-based external accountant, failing to get results with collections, late invoices, and account misunderstandings. As the fourth accountant handling two business wind-downs in 6 months, re-establishing rapport with a VIP customer was an immediate imperative to open lines of communication on an increasingly soured relationship. Investigated and restored missing transactions, instigated debt collection proceedings for delinquent accounts, calculated merchandise royalty agreements for each customer, and moved one company’s payroll in-house to save costly third-party processing.

- ✓ Prior to ceasing trade, and after re-establishing dialogue, facilitated sale of \$750K in excess stock to the VIP customer.
- ✓ Ensured all outstanding amounts were received prior to entities ceasing trade. Countered confusion surrounding naming of a new entity, handled the volatile relationships surrounding agency agreements, and composed demand letters for royalty agreements. Of 88 debtors, one customer opted for legal action—later settled out of court.
- ✓ Exposed retailers taking advantage of the company during the wind-down phase. Reconstructed a chain of events through email showing an irrefutable case to settle of all invoices. Full payment was received within 3 business days.

BUSINESS SHOES INC., Albany, NY

3/2009–6/2014

Company Accountant/Chief Operating Officer

- ✓ Discovered loan issue and prepared an intercompany matrix to prove that MYOB files for all entities differed to the lodged accounts. Across four months, reconstructed and conducted a data cleanse on all historic and current data—uncovering \$79K in unclaimed sales tax.

- ✓ Laid the groundwork to reclaim \$200K in New Zealand duties.

DESERT INN, PTY LTD, Albany, NY

1/2004–2/2009

Company Accountant

Cut freight costs after unearthing billing errors that prompted the termination of the supplier contract, and the appointment of a new forwarder. Annual employment costs were recouped during tenure—as savings were delivered via the improved utilization of existing services.

Technology Snapshot

MYOB, Reckon, Xero, Attache, Excel, Word, Outlook, and several company-specific systems.