

Cameron Martin

CHIEF FINANCIAL OFFICER | FIN-TECH INNOVATOR

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A visionary leader at the nexus of finance and technology, renowned for shattering industry norms across two decades. Globally acclaimed for transforming transactional finance operations into agile, data-driven models that outmanoeuvre uncertainty. Expertly harnessing technology, big data and artificial intelligence to construct revolutionary financial solutions. Combining strategic foresight with bold leadership, consistently driving high-performance teams to quadruple their impact.

LEADERSHIP PROFILE: \$1BN P&L • \$200M Loan Book • Global Markets – AU & UK • 10,000+ Employees

438%

Revenue Increase
New Product Modelling

93%

Forecast Accuracy
Data Warehouse Project

22%

Cash Preservation
Business Transformation

72%

Work Automation
Digital Tech Adoption

CAREER TRIUMPHS

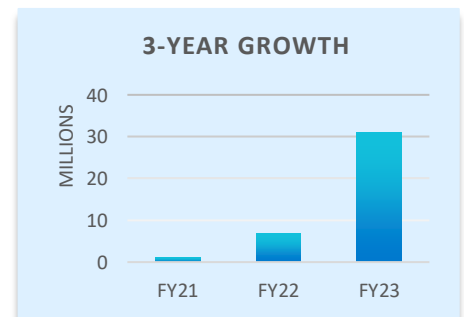
Company Name • Sydney, Australia
Chief Financial Officer

Apr 2020 – Present

Scope: Small Business Alternative Lender | \$30.9M Annual Revenue | \$200M Loan Book | 4 Direct Reports | 77 Employees

Headhunted by the founder to revolutionise lending strategies and redefine finance operations. Spearheaded industry-defining growth, launching the groundbreaking countercyclical business loan offering, *Product ABC™*. Collaborated closely with the executive team, leading with an entrepreneurial spirit that spurred innovation.

- **Skyyrocketed revenue growth by 438% in 12 months**, hitting projected loan book expansion 4 months ahead of schedule.
- **Secured a \$40M warehouse lending facility**, solidifying the company's position in a fluctuating market in collaboration with NAB and AFM.
- **Landed the company on Deloitte's Tech Fast 50 list twice**, hailed for an innovative lending solution that redefined industry standards.
- **Successfully closed three funding rounds**, raising a remarkable \$38M to scale global operations and fuel innovative product development.



Company Name • Melbourne, Australia
Head of Finance and Strategy

Jan 2017 – Mar 2020

Scope: Buy Now, Pay Later Provider | \$10.9M Annual Revenue | \$55M Loan Book | 2 Direct Reports | 108 Employees

Guided the company through an intricate financial landscape, orchestrating a calculated and transparent approach to drive unprecedented growth. Cultivated a culture of excellence, bolstered by innovation, collaboration and continuous improvement. Influential in rapidly evaluating opportunities and steering cutting-edge changes across the organisation.

- **Strengthened the balance sheet** to fuel ambitious growth in Australia and the UK, with \$70.1M in cash and \$20M in undrawn debt facilities.
- **Orchestrated a pivotal financial trajectory shift**, resulting in a 64% revenue upswing and an impressive \$18M year-end result.
- **Slashed net bad debt from 4.7% to 1.5% in 4 months**, employing automated risk management technology to conquer fraud challenges.
- **Led a strategic operations overhaul and restructure**, successfully preserving 22% cash amidst the pandemic.





Company Name • Melbourne, Australia
Financial Planning and Analysis Manager

Oct 2012 – Dec 2016

Scope: Payday Lender | \$20M Annual Revenue | 4 Direct Reports | 95 Employees

Championed the company's financial prosperity roadmap and played an instrumental role in driving unparalleled market disruption. Swiftly identified opportunities and delivered extraordinary value to customers, employees and shareholders.

- **Boosted revenue streams by \$7M** through innovative growth modelling of new lending products.
- **Enhanced forecast accuracy to an unmatched 93%** by establishing a sophisticated business intelligence data warehouse.
- **Transformed the risk management approach** by automating 72% of transactional work with tech-driven innovation.
- **Clinched a BRW Fast Starter and Anthill Cool Company Award**, fortifying the organisation as an industry disruptor.

Company Name • Brisbane, Australia
Financial Controller

Feb 2010 – Sep 2012

Scope: Australian Travel Agency | \$1BN Annual Revenue | 2 Direct Report | 10,000+ Employees

Tasked with overseeing the organisation's financial activities, delivered cutting-edge strategies that accelerated profitability and long-term value. Unleashed the potential of predictive analytics and data technology to enhance financial forecasting capabilities.

- **Optimised decision-making** by creating an advanced forecast model, leading to a 19% surge in revenue.
- **Created a self-service visualisation dashboard** that fostered faster alignment and more time for impactful conversations.
- **Maintained exceptional balance sheet integrity** with less than 5% of issues older than 60 days.
- **Implemented automated invoicing**, cutting manual work by 45% and speeding up payments by 15 days.

EARLY CAREER FOUNDATION

Global Reporting Manager • Company Name	2009 – 2010
Reporting Analyst • Company Name	2007 – 2009
Management Accountant • Company Name	2003 – 2007

BOARD CONTRIBUTIONS

Board Member • FinTech Australia	2021 – Present
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EDUCATION

Master of Business Administration (MBA) • University Name	2019
Diploma of Management Accounting • Institute Name	2003
Bachelor of International Business (Commerce) • University Name	2002

VALUE OFFERING

- | | | | |
|---------------------------|-----------------------|------------------------|--------------------------|
| • Organisational Strategy | • Equity Financing | • Debt Financing | • Financial Modelling |
| • Strategic Partnerships | • Team Leadership | • Predictive Analytics | • Data Governance Models |
| • Finance Transformation | • Business Automation | • Risk Management | • Global Expansion |

ACCOLADES OF EXCELLENCE: A PROUD MEMBER OF AWARD-WINNING TEAMS



50

Technology Fast 50
2022

Resume Strategy

In our initial chat, Cameron expressed a keen interest in joining a rapidly expanding fin-tech organisation. With a solid foundation in accounting and global reporting, his passion for data and tech was clear. He viewed them as essential strategies for handling market shifts. Our discussions spotlighted Cameron's expertise in revenue growth, forecast accuracy, cash preservation, and work automation.

Colour Scheme: In considering colour psychology, I decided on a blue colour palette. This choice was made to evoke feelings of trust, loyalty, and wisdom, aligning with the image Cameron wanted to portray.

Resume Header: Recognising that his prospective employer had publicly announced their plans to venture into the UK market, I incorporated an image of a globe and an aeroplane into the resume banner design to signify this expansion. In the leadership profile section, I emphasised Cameron's global market experience across Australia and the UK.

Infographic: In the top third of the resume, an infographic spotlights Cameron's four main impact areas, with progress rings indicating key milestones and percentage growth achievements.

Graphs: Two distinct graphs grace the first page of the resume, encapsulating the substantial revenue growth Cameron orchestrated in his most recent roles.

Awards: Cameron's participation in award-winning leadership teams is a point of distinction. Instead of a standard list, we decided to feature the logos of the prestigious awards on the second page of the resume for enhanced visual impact.

Language: English (Australia)

Document Size: A4