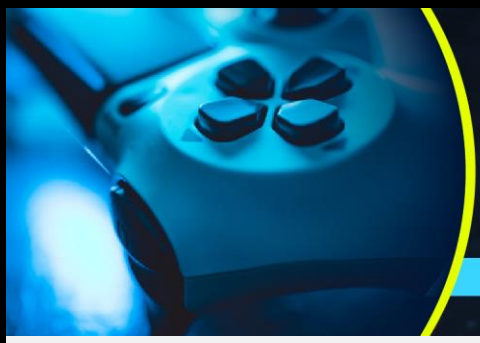


Singapore | + 65 6565 6565 | name@fakemail.com | LinkedIn.com/name

RICHARD BONELLI

CHIEF FINANCIAL OFFICER

Massive Value Creation | M&A & Capital Strategy | Team Culture Architect

Powering finance into a strategic weapon for global gaming leaders.

Astute, visionary finance leader who transforms gaming giants into scalable machines across global markets. Known for driving revenue increases of 2×–5× and margin expansions up to 10× through end-to-end transformation, capital strategy, and precise M&A execution. Strategic partner to CEOs, enabling rapid scale from restructuring to reinvention. I don't play games; I build the finance machines that power them.

Behind every iconic title is a finance engine that works:

CAREER TRAJECTORY

ELECTRONIC GAMES — 2021 – Present

French video game publisher | $7.5B annual revenue | 8,000+ employees

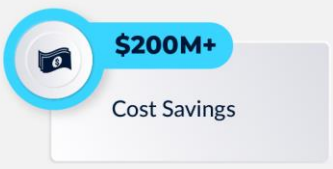
CFO | Paris, France

10 Direct Reports, 65 Indirect Reports • 20+ Countries

Heaved the company back from operational and financial dysfunction by activating a Smart Finance model focused on real-time risk control, agile credit governance, and reporting precision. Paved the way for $1.2B in organic and inorganic growth by leading strategic M&A and end-to-end financial transformation, including treasury, FP&A, and funding strategies to fuel sustainable growth.

- → **Revived a declining business.** Transformed a 6% revenue decline into 12.43% CAGR and -1% EBITDA to 7%+ by realigning core revenue streams to high-margin drivers, acquiring four complementary companies and forging strategic JVs with key Chinese manufacturers.
- → **Reshaped financial foundations for scalable growth.** Secured $750M+ in new financing and renegotiated $1.5B in supplier payments within six months, boosting liquidity, lowering cost of capital, and strengthening operational resilience and funding future expansion.
- → **Engineered a leaner, scalable operating model.** Drove $40M in annual savings by eliminating costly overtime and launching regional hubs for Finance, Operations, and Sales. The new structure removed 15% of duplicated efforts and elevated organisational efficiency at scale.
- → **Transformed the FP&A process.** Introduced a disciplined, collaborative planning process with global controls to drive sharper financial forecasting. Boosted forecast accuracy from 78% to 96% over four years, enabling smarter, faster strategic decisions.
- → **Built a finance function that employees believe in.** Elevated Finance into the top-rated department in employee engagement (84% vs. 77% company average), signalling strong leadership, alignment with company purpose, and a resilient, motivated team culture.

IMPACT AT A GLANCE



INTERACTIVE GAMES 2009 – 2020

Major producer of toys and electronic games | $6B annual revenue | 1,200 employees

Regional CFO – Computer Entertainment Division, Asian Region | Singapore, 2017 – 2020

12 Direct Reports • $75M Budget • 7 Countries

Transferred from Sydney to Singapore to establish the Asia Region as a separate business unit in the Group amid rapid-fire change. Developed and implemented the strategic realignment of existing finance teams across SG, TW, HK, KR, JP, TH, MY, and IN.

- → **Accelerated revenue and margin expansion at scale.** Shepherded the company through 2x revenue and 3x profit growth by reengineering operations and embedding a performance-driven culture that elevated execution and efficiency.
- → **Strengthened financials via cross-border M&A.** Directed the sale of 5 entities ($175M), relocation of Asian business ownership, optimising group structure and securing $18M+ in tax benefits across IN, JP, TW, and KR.
- → **Negotiated high-margin deals with global impact.** Supported multi-million-dollar negotiations and financial structuring of key IP distribution agreements, including Cyberpunk, Avengers, Tomb Raider, and Witcher 3, enhancing deal profitability.
- → **Redesigned APAC Finance for scalable growth.** Saved $4.5M annually by centralising regional financial operations at the Singapore HQ, and upgrading the quality of reporting, transfer pricing, and FX governance. Built trust and alignment across regional finance teams.
- → **Consolidated distribution to strengthen Asia Hub.** Bedded down restructured distribution operations by consolidating distribution functions from TW and HK into Singapore, enhancing efficiency, reducing operational costs, and centralising the company's strategic foothold in Asia.

CFO, Asia Pacific | Sydney, Australia, 2009 – 2016

10 Direct Reports • $50M Budget • 8 Countries

Instrumental in driving Asia-Pacific expansion by establishing new operations in HK, TW, and MY. Led the restructuring and scaling of a domestically focused model into a regionally competitive business, aligning fiscal strategy, compliance, and investment priorities with evolving market demands.

- → **Catapulted Asian revenue 5x.** Scaled revenue from $12M to $60M, increasing Asia's share from 20% to 80% of total business by monetising Japanese manga IP and capturing 70% of total revenue through strategic digital partnerships with key players in the industry.
- → **Led digital business expansion.** Managed the transition to a digital distribution business model, architecting and negotiating $18M in high-impact digital distribution deals with platforms like Valve, Sony PSN, and Nintendo eShop.
- → **Navigated market downturn.** Steered three major restructuring initiatives over 8 years, streamlining operations and optimising workforce strategy amid a declining ANZ market while maintaining profit margins during challenging years.
- → **Automated financial operations.** Deployed Oracle ERP to automate core finance processes, significantly improving compliance, operational efficiency, and regional scalability.

ATARI 2006 – 2008

An American video gaming company | $22M annual revenue | 800 employees

Finance Director, Asia Pacific | Sydney, Australia

6 Direct Reports • $30M Budget • 6 Countries

Headhunted by the CEO to establish the Group's first Finance Director role, resolve financial legacy challenges and reposition ANZ and Asia for long-term growth.

- → **Avoided $30M in losses** and mitigated legal exposure for directors by resolving an old $54M tax dispute with the ATO within 12 months.
- → **Saved $4M in annual operational costs** by closing 5 underperforming subsidiaries and reducing finance headcount by 50%.
- → **Brought three years of overdue statutory reporting up to date within six months,** restoring full regulatory compliance.

EARLY CAREER FOUNDATION

Qantas Airways | Senior Finance Coordinator | Sydney, Australia

HSBC | Senior Finance Coordinator | London, UK

EDUCATION AND PROFESSIONAL DEVELOPMENT

MBA | University of Western Australia – Graduate Business School, Australia

Bachelor of Science, Managerial & Administrative Studies | University of Aston, United Kingdom

Certifications:

- **CPA (Australia)**, Australian Institute of Certified Practising Accountants
- **GAICD**, Australian Institute of Company Directors, Australia
- **International Coaching Federation**, Level 1 training
- **Diploma,** Securities Institute of Australia Diploma (CFA-equivalent)

PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS

Singapore Institute of Directors

Australian Chamber of Commerce Singapore

IMA Asia

Résumé Strategy – Richard Bonelli

Context and goal.

Richard is a global CFO who has scaled gaming businesses across APAC, EMEA and Europe, partnering with CEOs to turn Finance into a strategic growth engine. When he approached me, he needed an executive, metrics-rich résumé that would land with boards, investors, and studio leaders—and visually feel like the disciplined, insight-dense dashboards he uses to run the business.

Introduction & voice.

During our discovery sessions, Richard quipped, "I don't play games; I build the finance machines that power them." I opted to lead with this first-person insight to reveal his character and underscore how he leverages finance to drive impact in gaming companies. This authentic voice hooks the reader and sets the tone for the rest of the document.

Narrative and positioning.

I centred the story on finance as a competitive weapon in gaming: capital strategy, M&A, liquidity, FP&A accuracy, and cost/operating model redesign tied directly to revenue growth and margin expansion. Technology and tool sophistication are present, but always serve the commercial narrative—how Finance funds IP bets, de-risks launches, and scales distribution profitably.

Two-thirds of page one are dedicated to Richard's core contributions under the banner "Behind every iconic title is a finance engine that works:" using impact tiles and succinct metrics to front-load scale and outcomes (e.g., $750M+ new financing secured; $1.5B supplier terms renegotiated; $40M run-rate savings; forecast accuracy from 78% to 96%; engagement at 84% vs. 77%).

Design approach.

The layout embraces a sleek, console-inspired aesthetic with clean lines and dynamic geometry to mirror the immersive world of gaming. A deep indigo palette paired with vibrant neon cyan accents reflects industry innovation and excitement, while subtle iconography and minimalistic gaming motifs guide the reader's eye to critical achievements.

Financial Conventions

To maintain consistency across this CFO résumé, all financial figures use the following shorthand in line with global reporting standards:

B = billions
M = millions
K = thousands

All amounts are presented in U.S. dollars (USD).

Please Note

This résumé has been written in British English, with spelling, date formats, and acronyms aligned to regional standards. The layout adheres to A4 sizing in compliance with 2025 TORI requirements. I designed this résumé in an ATS-friendly format. All headers, sub-headers, graphs, and pictures are shapes or PNG images that disappear in ATS systems. All content has been fictionalised to preserve client confidentiality.