

FAITH HAROLD

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Business Strategy That Enables Growth. Fiscal Stewardship That Protects It.



CHIEF FINANCIAL OFFICER • DIRECTOR OF FINANCE

Senior finance executive with the insight to transform data into actionable strategies and operational goals. Orchestrates major change by aligning stakeholders behind the “story within the data”—whether leading an IPO, uncovering new efficiencies, or driving acquisitions and integrations.

Persuasive advocate of fiscal accountability culture, balancing stakeholder needs with responsible risk management. Builds and leads empowered teams with focus on enabling business through collaboration, doing more with less, and delivering accurate forecasts. A trusted advisor who uses clear-eyed analysis to help partners meet financial targets and solve problems in alignment with organizational objectives.

Valued for Contributions in:

Financial Planning & Analysis • Strategic Planning • Acquisition Integration • Due Diligence • Financial Reporting/Controls
Cost Reduction • Corporate Finance • Portfolio Planning • Joint Ventures • Initial Public Offerings • Change Management

CAREER OVERVIEW

ENABLING SUCCESS IN FINTECH, BIOTECH, PHARMA, AND CONSUMER GOODS

- Carson:** Built a world-class finance organization and led due diligence for \$500M IPO and \$590M in strategic acquisitions.
- Apex Sciences:** Performed \$1.4B acquisition integration and optimized finance to support rapid growth in new verticals.
- Pfizer:** Facilitated organizational transformation as finance lead aligning new acquisitions with Pfizer strategy.
- Early Career:** Attained diverse end-to-end business exposure in telecom, beverages, and CPG, including at \$5.5B Unilever.

CORPORATE FINANCE LEADERSHIP IN DETAIL

Carson, Inc.; Cincinnati, OH; 2011 to Present

Founded 1983 as Acme Bank Processing Solutions, Carson processes \$890B in purchase volume, \$1.8B in net revenue; employs 2,600.

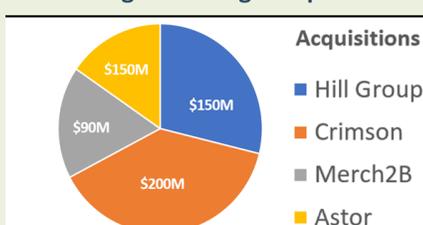
MULTIPLE SENIOR LEADERSHIP ROLES: Hired to create a Corporate Finance function from scratch as Carson spun off from Acme Bank. Earned repeated promotions through roles, including Head of Corporate Finance, Head of Financial Planning & Analysis. Currently heading 6 managers and 23 analysts, in line for senior executive succession. Lead Business Finance team accountable for planning, pricing, portfolio analytics, business development, and decision support. Work with CEO, CFO, and business line leads to assess opportunity versus risk and balance flexibility with financial stewardship. Position company for growth through new verticals, markets, and partnerships. Design metrics and models to set data-driven direction for Finance.

Led Due Diligence & Validation for \$500M Carson IPO



- **Partnered with stakeholders to share compelling business case with investors.** Led working group that drafted and reviewed Form S1S1 with Accounting and Legal teams, developed non-GAAP measures, and benchmarked against rivals. Collaborated with executives and counsel to highlight financials as a cornerstone of value.
- **Directly advised CEO and CFO on earnings calls,** providing narrative framework to present finance results to investors.
- **Worked with 3rd-party investor relations firm.** Led training of eventual IR head on financial model, external messaging.

Oversaw Due Diligence & Valuation Modeling for Strategic Acquisitions

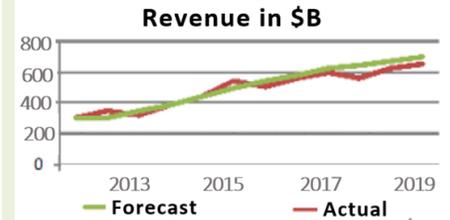


- **Positioned Carson to exceed revenue projections and expand market share** through acquisition of e-commerce platform and integrated payment technology software.
- **Led due diligence, valuation, and integration,** as well as analysis of dozens of potential targets.
- **Leveraged integration experience to align financial processes** and acclimate key stakeholders to key performance indicators. Laid foundation for teams to set goals and structured incentives to drive growth.

Carson, Inc., continued

- **Empowered Board with clear, actionable data**—revamped and streamlined reporting. Instituted financial modeling and forecasting that highlighted growth drivers and illuminated portfolio dynamics.
- **Delivered consistent forecast accuracy within 2% of actuals** each month, reaching Carson’s internal targets.
- **Scaled planning, pricing, and analytical capabilities**, recruiting and developing team to 4X initial headcount.
- **Built professional development program for new grads to grow talent pipeline** and increase Carson’s credibility with top-tier candidates.

Positioned for Growth by Aligning Finance with Business Ops



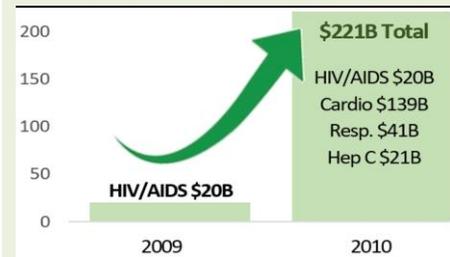
Apex Sciences; Foster City, CA; 2009 to 2010

Founded 1993, \$30B Apex Sciences is a U.S.-based biopharmaceutical firm known for its highly effective HIV/AIDS treatments.

DIRECTOR, FINANCE PLANNING & ANALYSIS R&D: Recruited to prepare Finance for expansion into additional healthcare areas—cardio, respiratory, and Hep C—by supporting the Chief Scientific Officer. Evolved the function and partnered with R&D organization to build diverse pipeline. Led 3 managers and 5 analysts responsible for \$900M R&D division.

- **Coordinated financial strategy with therapeutic leaders’ goals and portfolio investments.** Optimized clinical trial spend, early developmental research, and allocation of resources to stand up new healthcare opportunities.
- **Led R&D planning processes**, including monthly forecast, annual budget, 3-year plan, and 10-year plan. **Measured risk-adjusted net present valuations and Monte Carlo simulations in support of strategic planning.**
- **Led transition team for \$1.4B acquisition of CV Therapeutics**, the bedrock of Apex’s entry to the cardiovascular space. Reviewed financial processes, compliance, and workflows to ensure complete fit with Apex on Day 1.
- **Delivered unparalleled transparency in fast-moving, regulation-driven enterprise**, balancing opportunity with risk.

Led \$1.4B M&A Integration to 10X Market Adding 3 Service Lines



Pfizer; New York, NY & Groton, CT; 2007 to 2009

\$53B American multinational pharmaceutical corporation. Acquired BPM in 2001, becoming #1 drug-eluting stent manufacturer.

CONTROLLER, BPM CORP.: Finance lead on East Coast. Supported \$100M annual R&D spend, R&D lab, and manufacturing plant. Honed skills directing and leading 3 managers and 5 analysts at a turning point for BPM: Development of a revolutionary new product, Inta Stent.

- **Improved cost-efficiency and portfolio planning** by introducing fiscal controls and stage gate processes.
- **Cut waste through milestone-based funding** and global forecasting.
- **Aligned executives with BPM strategy** as ambassador tasked to educate about impact on Pfizer’s financial planning.
- **Architected annual business plan and performed quarterly financial updates** with visibility to BPM and Pfizer.
- **Streamlined manufacturing and rationalized assets** by introducing new reporting tools in Operations and R&D.

Designed Financial Strategy to Launch Product & Maximize Profit



EDUCATION

BUSINESS STRATEGY THAT INFORMS FISCAL LEADERSHIP

Master of Business Administration—University of Chicago, Booth School of Business, 2007
Bachelor of Business Administration (with Distinction)—University of Michigan, Ross School of Business, 1997

STRATEGY

Faith was one of those financial leaders who could reconcile her role as fiscal and governance maven with the gutsy chutzpah and strategy chops to enable long-term business success. Her tag line, and the visual of the tree being cared for against the backdrop of a wide-open field and sky, immediately convey that leadership nuance. I carried those colors forward through the document to reinforce that defining brand quality.

I used a career snapshot without titles to quickly convey the breadth and business impact of her experience. This also allowed us to drop in the Unilever name and diverse industries of earlier years without using valuable real estate to list that pre-2007 work in detail.

Because Faith's most recent title didn't reflect her level of responsibility, I opted to omit it from her Carson experience, adding her repeated promotions in the job description and relying on graphics to pull the reader's eye to business results. Along with the graphics, I created headlines that quickly conveyed the import of their accompanying accomplishment bullets.

A sky-filled page-two header and the formatting of the education section mirror and balance the design of the first page, with green ovals breaking up the right-angles and echoing the natural elements. Faith aspired to a role that would include investor- and/or media-facing communications. She'd done little of that work, so we included any communications support she'd provided for C-suite spokespeople.