

JULIE M. ALLEN

Chief Financial Officer ▪ Chief Restructuring Officer ▪ Turnaround Engineer

Steering Companies Away from the Brink and Well Into the Black

555-555-5555 ▪ julieallen@email.com ▪ Greater Los Angeles ▪ www.linkedin.com/in/xxxxxxx

**Extinguishing Cash-Burning Fires ▪ Cascading a Crisis Mentality at Every Level to Incite Action
Detoxifying from Short-Term Return Dependency ▪ Gaining Buy-In with Quick Wins ▪ Retaining Key Talent**

**P&L: \$500M ▪ MBA (Finance) degree ▪ Turnarounds from -\$10M to +\$40M EBITDA ▪ Cross-industry insight
Profound influence over value-added activities both inside and outside of the field of pure finance**

Courageous leader who stages impressive rebounds by tackling business-survival challenges with intellectual honesty, cross-functional savvy, and strategic influence. Galvanizes entire companies behind turnaround causes—from the board room to the ground floor. Prioritizes the happiness of customers, key stakeholders, and vital talent while restoring financial health.

**Crisis Management ▪ Restructuring ▪ FP&A ▪ M&A & Strategic Exits ▪ Business Partnering ▪ Capital Raising & Debt Financing
Risk Management ▪ Business Automation ▪ Performance Management ▪ Cash-Flow Optimization ▪ Downsizing & Outsourcing**

Red-to-Black Track Record

ABC, INC. ▪ Los Angeles, CA ▪ Leader in food packaging products ▪ 4K employees ▪ \$500M revenue
Chief Financial Officer (2014–Present) ▪ **SVP Finance** (2012–2014)



Transformed an enterprise that was stumbling under its own weight and generating losses for 5 solid years into a vibrant, profitable, and sustainably growing enterprise.

PRE-TAX INCOME
5-Fold Increase

PROFIT MARGIN
+12 percentage points

ADDITIONAL CASH FLOW
+\$120M

EMPLOYEE TURNOVER
Pre-crisis levels

Role: Full P&L responsibility. Created turnaround disciples out of 6 direct reports in Finance & Accounting and 3 dotted-line reports in Sales & Marketing and Human Resources.

- **CRISIS MANAGEMENT: Swathed a cash-bleeding enterprise** by instituting financial discipline down to the smallest purchases, spinning off non-core product lines, and outsourcing a range of costly ancillary departments.
- **BUSINESS STABILIZATION: Focused on comprehensive profit improvement** after thoroughly dissecting performance and overhauling models by customer segment and distribution channel. Poured resources into the highest-margined business, leading to a dramatic increase in production and revenue.
- **TALENT RETENTION: Reduced risk of talent flight and morale loss** by coaching leaders to focus cost cutting on external services and high-level management incentives while creating new bonus opportunities tied to profit KPIs.
- **STRATEGIC GROWTH: Cultivated a culture of prudence and risk intelligence**, continually confronting margin deterioration in each growth initiative proposed and establishing strict return-on-capital criteria.

XYZ, INC. ▪ Los Angeles, CA ▪ Irrigation products and services provider ▪ 1K employees ▪ \$200M revenue
Chief Financial Officer (2012–2013) ▪ **VP Finance** (2011–2012)

In just 10 months, steered a business experiencing crippling losses to break-even. Injected a sense of urgency into a culture of denial and inaction, leading to a rapid turnaround.

REVENUE
Doubled

PROFIT TARGETS
Surpassed by \$2M

DEBT REDUCTION
40%

OPEX SAVINGS
35%

Role: Full P&L authority. Transformed 4 direct and 14 indirect finance and accounting reports into value creators.

- **STRATEGIC INFLUENCE: Developed an emergency action plan and debt-restructuring initiative**, calling the first shareholders' meeting in over a year to secure buy-in at the highest levels of the business.
- **COST REDUCTION: Invited all employees to generate cost-slashing ideas**, boosting engagement and producing hundreds of tangible, cost-saving ideas that had alluded management. Focused additional cost cutting on lavish management perks, debt refinancing, and renegotiating supplier contracts.
- **REVENUE-BUILDING STRATEGIES: Orchestrated M&A of 2 new business lines**, rapidly filling critical holes in the product portfolio. New lines became the largest revenue producers and prompted the return of lost customers.

BEAUTYBOX ▪ Los Angeles, CA ▪ One of the first beauty-related subscription services ▪ 30 staff ▪ \$31M revenue
VP, Finance (2009–2011)



Remodeled a discount-sales-focused business on the verge of folding into a profitable, sustainable subscription service and highly professionalized organization.

CREDIT LIFELINE SECURED

\$8M

EBIT IMPROVEMENT

-1.3% to +7.8%

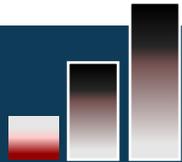
SAVINGS NEGOTIATED

\$1M

Role: Heavy P&L influence. Charged with leading 2 finance and 2 accounting reports.

- **BUSINESS MODEL ADAPTATION: Proposed a cross-silo effort to radically revamp the commercial model** to wean the company off of heavy markdowns and introduce a subscription model with steady, predictable cash flow. Secured unanimous senior-leadership support.
- **TOTAL PERFORMANCE TURNAROUND: Dramatically improved the bottom line** by rightsizing the organization, shaving freight costs, and outsourcing customer service.
- **DATA ANALYTICS & BUSINESS AUTOMATION: Launched a new inventory management system** that linked marketing to stock, reduced obsolete products, reduced spend variations, and improved cash flow.
- **STRATEGIC RELATIONS: Rebuilt deteriorated relationships with financial institutions**, obtaining lines of credit that had previously been denied—preventing the shutdown of operations.
- **SUPPLIER NEGOTIATION: Secured more favorable terms**, dramatically reducing import and shipping fees by strengthening relationships, enhancing transparency, and leveraging data insights to gain advantage.

123, INC. ▪ Phoenix, AZ ▪ Specialty chemicals and performance materials ▪ 500 employees ▪ \$40M revenue
Finance Director (2008-2009)



Detected early signs of distress and fearlessly sounded alarms in a culture that had discouraged speaking up. Created a change roadmap to return the business to the basic elements of success, earning companywide recognition.

BIG 5, INC. ▪ Los Angeles, CA ▪ Leading global strategy consulting firm ▪ 4K employees ▪ \$2B revenue
Senior Consultant (2006–2008) ▪ **Consultant** (2004–2006) ▪ **Associate Consultant** (2002–2004) ▪ **Analyst** (2000–2002)

Promoted at record speed through various consulting roles of increasing impact.

Steered multimillion-dollar projects bridging corporate finance, performance management, and business automation for a wide variety of industries. Transformed corporate finance processes to sharpen P&L performance in enterprises ranging from SMEs to Fortune 500s.

Education & Credentials

MBA, Finance ▪ University of Colorado (Boulder, CO) ▪ 2007
BS, Business ▪ University of Arizona (Tucson, AZ) ▪ 2000

Continuing Professional Development

Executive Leadership Program ▪ Wharton School of Business ▪ 2015
Data Analytics Certificate ▪ New York University ▪ 2016

"Emerging Leaders" & "Finance for Leaders" programs ▪ Big 5 Inc. ▪ 2005

Partnered with world-renowned coaches for holistic leadership and executive development.

RESUME STRATEGY

When I asked Julie Allen what kind of company she would like to work for, she replied, "I like a good disaster." Excited by extreme challenges and with a fairly low threshold for boredom, Julie thrived when at the helm of dire turnaround scenarios. She felt ready to move on when steady growth had taken over, thanks to her leadership. Ready to rescue the next downward-spiraling ship, Julie needed a resume that featured both visuals and messaging around her ability to do just that.

From the use of red-to-black gradient to the focused tagline, the theme of this resume is performance turnaround. Powerful analogies (extinguishing cash-burning fires, detoxifying from short-term-return dependency, etc.) are used toward the top of the resume to recreate the calamity that Julie righted in the mind of the reader. Visual focal points are defined throughout the resume by using thematic icons and color contrast to highlight her outstanding turnaround success stories.

It was critically important to communicate that Julie was far more than a numbers cruncher. She combined functional finance expertise with an ability to truly partner with stakeholders from across the organization to accomplish turnaround success. Her influence beyond finance is highlighted at the top in a dark-blue qualifications profile, in the summary paragraph, in the skills list just below it (Business Partnering), and is woven through the detailed accomplishments statements of her experience section.

Julie's quantifiable impact takes center stage in this resume through use of grey shading, capitalization, underline, and dark-blue font.