

# Francine Barbe

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## Career Objectives

***Looking for my next venture in corporate management where my analytical skills, knowledge and dedication can be used to contribute to the overall success of an organization, which would benefit from my many skills as a strategic thinker with a hands-on approach.***

## MY VALUE PROPOSITION

### MASTER OF MEASUREMENT

Measure to learn and improve  
Choosing the right measures  
See measurement as a patterns, trends  
and abnormalities  
Provide reality checks  
Use a range of measure to inform a  
dialogue about performance

### BUSINESS VALUE

Growing the company faster  
Improving profitability  
Improve cashflow  
Obtain leverage from banks  
Provide Leadership and direction  
throughout the company

### DRIVING THE BUSINESS

Increase business value with better returns  
Increase efficiencies  
Finding new opportunities and growth  
Develop a strategy and implement  
Plan the exist strategy and reach it!

***"The ultimate goal of a company is to improve profits,  
manage risks and free up cashflow. This always give way to  
reinvestment for growth!" - Francine Barbe***

## Professional Experience

**CHIEF FINANCIAL OFFICER |REVELATE- OCT21 TO PRESENT**

## Leadership

- Work closely with the CEO in performing long-term financial planning and analysis aimed at identifying risks, opportunities, and options in support of corporate mission.
- Investors relationship building & networking: Fundraising (Debt and Equity)
- Provide leadership and vision on the financial affairs and corporate performance.
- Promote a sound fiscal climate and encourage responsible stewardship and 'value for money' utilization of the company's resources.
- Promote a culture of informed decision making ensuring that department responsibilities are planned, structured, and focused on supporting decision-based information needs.
- Develop, promote, and monitor a culture of efficient, results and customer oriented.
- Ensure reliable systems of internal controls are in place to safeguard the company's assets and provide accurate reporting on financial results.
- Evaluate the achievement, financial goals and produce plans comparison.
- Foster an open and cooperative approach to financial and decision making, building strong relationships with all stakeholders.
- Develop and support strong external relationships with bankers, investment advisors, legal counsel, auditors, and other providers of services to the company.
- Monitor best practices and trends in the company's finances and implement beneficial changes.

## Strategic

- Assist the CEO in creating and leveraging financial and assessing the company's value.
- Work closely with the CEO as a partner in strategic planning, prioritization and decision making.
- Assist head of departments and the CEO in achieving governance excellence with the Board of Directors.
- Work with direct and indirect reports to establish goals, objectives and plans that support the company's objectives.
- Secure funding, debt, and equity, for rapid growth
- Provide timely and comprehensive financial reports and updates to Board of Directors by creating, evaluating, analyzing, and reporting appropriate data
- Clearly communicate financial information, plans and results to Board of Director and Department leads.

## Operational

- Manage Financials and Management reporting including supporting information for systems procedures, policies, cash flow, financial planning, budgeting, forecast and performance management
- Conduct internal and external audits, with audit firm and government authorities
- Advise on high-level decisions about policy, treasury, and strategy of the company
- Ensure compliance with provincial and federal tax, including banking reporting requirements
- Coordinate and participate in the preparation of financial statements, consolidations, financial reports, special analyses, and operational reports
- Maintain good standing in finance, accounting, billing, internal control, and auditing procedures
- Provide support and leadership to management team with planning initiatives through financial analysis, reports, and recommendations, including guidance
- Develop and direct the implementation of strategic business and/or operational plans, projects, programs, and systems
- Responsible for all Human resources payroll aspects, such as compliance, regulations, and policies
- Analyze financial trends in revenues, cash flows, profitability, cost controls, expenses by providing relevant information
- Conduct and assess financial & operational performance against targets, budget, and long-term strategy
- Develop tools and systems for providing critical financial and operational information to the CEO and make actionable recommendations on both strategy and operations
- Provided financial & operational direction to CEO with regards to risk management of company funds by preparing and delivering the accurate and timely reporting of monthly, quarterly, and annual financial results, as well as yearly budgets, comparison, forecasts, and accurate cash flow projections, including board reporting packages
- Monitor tactical sale activities for reaching targets, and cost alignment, and provide forecast
- Ensure the development, implementation, compliance and maintenance of the company financials reporting, policies, and systems.
- Responsible for the day-to-day management of the accounting division and all aspects of finance.
- Closely monitor and manage working capital through regular cash flow forecasting, variance commentary, KPI assessment and optimization of payments and deductions processes.
- Develop, implement, and maintain internal financial controls and guidelines
- Achieve budgeting goals with proper scheduling, analysis, and corrective action
- Oversee complete billing process, including renewal with the project management group
- Maximize payroll efficiency through innovative process development
- Manage and monitor all accounts, ledgers, and reporting systems ensuring compliance with appropriate GAAP and regulatory standards
- Maintain internal control safeguards and risk management
- Establish financial and operating benchmarks, budgets, program monitoring, and reporting standards

**VICE PRESIDENT FINANCE & ADMINISTRATION | CLEAR RISK - MAR 21 – OCT 22**  
**M&A ADVISOR – CFOO, ICABBI | DEC 19 – DEC 20**  
**CHIEF FINANCIAL & OPERATING OFFICER | CMT GROUP | APR 16- DEC 19**  
**DIRECTOR OF FINANCE | MOBILE KNOWLEDGE | OCT 01 – MAR 16**  
**CONTROLLER | EFTIA OSS SOLUTIONS | OCT 97 – MAY 00**  
**SENIOR FINANCIAL ANALYST | LAFLEUR DE LA CAPITALE/NCC | NOV 93 – AUG 97**

**SYSTEMS, LANGUAGE, EXPERTISE, AND INDUSTRY EXPERIENCES:**

MSExcel/Word/PowerPoint - Advanced	English & French - Advanced
Visual MRP/MS Dynamics - Advanced	Google Suites - Proficient
QuickBooks/Acepac- Proficient	Freshdesk, Slack, Salesforce, Domo, ADP, Vtiger, Amazon Cloud, Netsuite, Crystal, Hubspot, SaaSOptics

**Day-to-Day Financial Expertise**

<ul style="list-style-type: none"> <li>Cash forecast</li> <li>Revenue</li> <li>Accounts Payable</li> <li>Account Receivables</li> <li>Payroll</li> <li>Inventory</li> <li>Project Costing</li> </ul>	<ul style="list-style-type: none"> <li>Compliance</li> <li>Treasury</li> <li>Statutory reporting</li> <li>Regulatory requirements</li> <li>Transfer Pricing</li> </ul>	<ul style="list-style-type: none"> <li>EBITDA</li> <li>Financial Consolidations</li> <li>Month end Close</li> <li>Year end Audit</li> <li>Working Capital</li> <li>P&amp;L Owner</li> <li>Tax returns</li> </ul>
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**Business Experience**

<ul style="list-style-type: none"> <li>Manufacturing</li> <li>Inventory</li> <li>SaaS</li> <li>Licensing</li> <li>Hardware</li> <li>Software</li> </ul>	<ul style="list-style-type: none"> <li>Professional Services Delivery</li> <li>Engineering Services</li> <li>Transactions billing</li> <li>Project costing</li> <li>Subscriptions</li> <li>Royalties</li> </ul>
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<p><b>Leadership</b></p> <ul style="list-style-type: none"> <li>Strategic Planning</li> <li>Corporate Vision</li> <li>Problem Solving</li> <li>Strong Ethics</li> <li>Compliance</li> <li>Coaching</li> <li>Integrity</li> </ul> <p style="text-align: center;">→</p>	<p><b>Finance</b></p> <ul style="list-style-type: none"> <li>Finance Planning &amp; Modeling</li> <li>Cashflow Management</li> <li>Financial Reporting</li> <li>Foreign Exchange</li> <li>Budgeting</li> <li>Forecast</li> <li>KPI's</li> </ul> <p style="text-align: center;">→</p>	<p><b>Operations</b></p> <ul style="list-style-type: none"> <li>Manufacturing</li> <li>Customer Support</li> <li>Sales &amp; Marketing</li> <li>Project Management</li> <li>Contacts Negotiation</li> <li>Policies &amp; Procedures</li> <li>Process Improvement</li> <li>Integration &amp; Consolidation</li> </ul> <p style="text-align: center;">→</p>	<p><b>Business</b></p> <ul style="list-style-type: none"> <li>Start Up</li> <li>Business Growth</li> <li>Risk Management</li> <li>Business Development</li> <li>Systems Implementation</li> <li>HR, IT &amp; Facility Management</li> <li>Restructuring or Downsizing</li> <li>Mergers &amp; Acquisitions</li> </ul> <p style="text-align: center;">→</p>
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