

Céline MARTIN

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Core skills

- Ability to work in a fast-paced, dynamic environment; goal-oriented.
- Enterprise valuation (DCF modelling, cash-flow analysis)
- IT transformation
- Financial planning and analysis
- Consolidation under IFRS Gaap
- Extensive experience with ERP systems and advanced Microsoft Excel skills.

Professional background

2020-2023 **VENSOLAIR (RENEWABLE ENERGIES) – GROUPE CNR** FRANCE (Montpellier)

Chief Financial Officer (around 60 M€ of asset investments/year)

- Human Resource Administrative Responsibilities:
 - Management of the monthly payroll together with an external third party.
 - Administrative on-boarding of 10 FTEs annually in a growth environment.
 - Structure the HR function.
- Operational Accounting responsibilities:
 - Manage annual budgeting process, including the ongoing long-term strategic plan.
 - Analyze operating results and clearly explain causes of significant variances to plan and forecast with variance analysis on a quarterly basis.
 - Lead the Financial Accounting/Reporting of 30 legal entities.
- Business Information Technology Responsibilities:
 - Identify, acquire and implement systems and software to automate processes, increase work efficiency and provide critical financial and operational information.
 - Maintenance of computer fleet & application licenses together with third-party providers.
 - Implement enhanced IT environment together with an IT consultant

2018-2020 **GROUPE ORCHESTRA (RETAIL INDUSTRY)** FRANCE (Montpellier)

Senior Financial Controller (TO 400 M€) :

- Responsible for ensuring the financial information be reliable (in charge of major bookkeeping entries, securing accounting procedures and supervising periodic closings).
- Key contact for technical accounting and tax issues (impairment test, risk management, transfer pricing policy, etc.).
- Finance project manager for cross-functional missions:
 - Overhaul of the inventory valuation process, reducing production times from 2 weeks to ½ day,
 - Implementation of management reports in SAP BI (i.e. cash-flow management),
 - Review of customer risk, with implementation of management reports and review of impairment methodology,
 - Involved in the insolvency proceedings: setting up a monthly reporting system with reduced closing deadlines for court-appointed administrators.

2016 – 2018 (2 years) **GROUPE QUADRAN (RENEWABLE ENERGIES)** FRANCE (Béziers)

Head of External Reporting (TO 100 M€, 300 legal entities)

- Responsible for the consolidated Financial Statements of Quadran Group (more than 300 entities):
 - Analyze M&A operations in a fast-growing environment.
 - Increase the reliability and automation of financial information.
 - Organize and increase control on external accounting in international subsidiaries.
- Involve into the takeover process by Direct Energie and subsequently Total Group
- Migration of the financial statements under IFRS standards

- Setup of fast-close closing process (industrialized processes and development of Netsuite reports)
- Involvement into the Purchase Price Allocation process

2011 – 2016 **GRUPE BEAUMANOIR (RETAIL INDUSTRY)** FRANCE (Saint-Malo)

Head of Financial Planning & Analysis (TO 1000 M€, 80 legal entities across the world)

- Lead the management of the FP&A function at head office (team of 6 financial controllers),
- Prepare all group financial reports to the board of directors including the consolidated financial statements under IFRS standards,
- Perform variance analysis and provide actionable recommendations to senior leadership.
- Create and maintain financial models, forecasts, and budgets to support short-term and long-term strategic planning.
- Ensure compliance with accounting standards and regulatory requirements, in charge of supervising technical closing issues (impairment test of assets, transfer pricing policy, management fees)
- Develop and maintain key performance indicators (KPIs) to track financial performance.

2009 – 2011 **CARDIF (INSURANCE) – GROUPE BNP PARIBAS** AUSTRIA (Vienna)

Regional Project Manager in Central Europe

Responsible for the implementation of:

- a new Policy Management System and Claims system in Austria.
- a new accounting system in Bulgaria, Croatia and Romania.

2005 – 2009 **SOCIETE GENERALE (BANQUE DE DETAIL)** CZECH REPUBLIC (Prague)

Project Manager within the Consumer Credit division

- Design and implement an IT solution to calculate the profitability of products under IFRS standards in cooperation with an external consulting company,
- Design and implement cost efficiency projects (e.g. new purchasing process, cost optimization of mobile services...),
- Assist the Slovak subsidiary in managing the claim reporting system.

Internal Auditor within the Retail Banking division

Implementation of the internal control system of SG group within the branch network and the headquarter departments:

- Support to the process owners to design and implement new controls so that operational and business risks might be properly addressed,
- Management of the project team.

2001 – 2004 **PRICEWATERHOUSECOOPERS** FRANCE (Paris)

Senior Auditor/Consultant

- Senior auditor within the banking group, specialized in consumer credit and financial markets,
- Senior consultant in the compliance and regulatory department (assignments in different banks and investment firms)

Education

1997-2001 **Master in Management from HEC Paris** (#1 business school ranking in Financial Times 2023)
Major in Finance
Spring 2001 – Academic exchange program in Vienna (Austria)

Language proficiency and IT

Languages French: mother tongue
English: fluent
German: advanced level (B2)
Czech: basic

IT ERP (Netsuite, SAP, M3)
Advanced level in Excel
Business intelligence tools (SAP BI)

Hobbies

Cultural Literature, travelling, cooking (currently in charge of baking class at International School of Denver)

Sports Diving, tennis