**FRANCESCO SALINA**

 Milan  [info@francescosalina.it](mailto:info@francescosalina.it)  [www.francescosalina.it](http://www.francescosalina.it)

Date of birth 05/05/1972 | Nationality Italian

**Education**

Bocconi University – Milano – 1997 -Degree in Economics and Business – Finance – Score 106/110 Thesis: Usury risk for Italian small and medium companies

**Work Experience**

* + **Davide Campari-Milano N.V – Sesto San Giovanni (IT)**
    - **Group Finance Transformation Director**

*Period: from Feb-20 Manager: Head of Global Business Services*

*Main activities and responsibilities*:

* Design, Adopt and Execute the Finance Transformation within Campari Group
  + - **BU NCEE Regional FP&A Director – Campari UK (London)**

*Period:* Mar-19 to Feb 20 Manager*:*  CFO BU NCEE

*Main activities and responsibilities*:

* Business partner for the business performances
* Financial Planning and Analysis
* Consolidation and reporting to the Top Management
* Strategic Business planning
  + - **Finance Director – Campari UK (London)**

*Period:* from Jun-16 – to Feb-19 *Manager:*  Campari UK General Manager –*Direct Reports:* ten

*Main activities and responsibilities*:

* Business partner for the business performances
* Customer service for domestic and export markets
* Financial Accounting and Reporting
* Financial Planning and Analysis
* Strategic Business planning
  + - **PSC Europe FP&A Director**

*Period:* from Jan-15 to May-16 - *Manager:*  CFO SEMEA Region –*Direct Reports:* three

*Main activities and responsibilities*:

Product Supply Chain Europe (PSC) focuses on industrial costs, distribution costs, purchasing costs, CAPEX and inventory for Italy, Greece, United Kingdom and Ireland.

* Support management decision making by reporting and analyzing Europe performance
* Lead and coordinate the planning process for Product Supply Chain (PSC) Europe
* Elaborate reports according to Global PSC FP&A framework and guidelines and provides economic-financial analyses of all financial indicators
* Assists in the definition of KPIs and financial targets used as objectives in the Group Short Term Incentive system
  + - **Group Consolidation FP&A Director**

*Period:* from Nov-13 to Dec-14 - *Manager:*  Global Financial Planning & Analysis Director –*Direct Reports:* three

*Main activities and responsibilities*:

* Consolidation and review of forecasts through BPC tool: Gross Margin, Revised, Budget and actuals profitability by dimension of analysis: Product, Country, Customer, Channel
* Responsible of the Group principles and processes for the Financial Planning & Analysis (FP&A) model through SAP integrated solution: transactional system (ECC) with a common planning tool (BPC) and reporting/analysis (BI).
* Business Project Manager for FP&A model roll-outs to BUs
* Ensure processes improvements to the FP&A model by leveraging my finance business skills as well as technical expertise
  + - **BPC Global Project Manager**

*Period:* Feb-12 to Oct*-13- Manager:*  Group Controller

*Main activities and responsibilities*:

* Implementation of the FP&A model (ECC-BI-BPC) at Corporate level to consolidate forecasts and actuals
* Standardization and harmonization of planning processes / Standardization and harmonization of Group / Local reporting / Business Project Manager for FP&A model roll-outs to BUs
  + - **Finance Manager & SAP Key User at Skyy Spirits LLC – San Francisco (USA)**

*Period:* Mar-09 – to Jan-12 *– Manager:* BP&A Manager e CFO BU USA

*Main activities and responsibilities*:

* Finance Corporate support for the PF&A model (ECC-BI-BPC) implementation for Business Unit North America (US and Mexico) by aligning processes and procedures to the Group policy
* Senior brand analyst for agency brands and Glen Grant and preparation for QBR (Quarterly Brand Reviews) with Agency brand owners / Ad Interim Accounting Manager
  + - **Group Reporting and Controlling manager**

*Period:* Apr-05 to Feb-09 *– Manager:* Group Controller

*Main activities and responsibilities*:

* SAP SEM-BPS implementation at Corporate to consolidate all forecasts and actual brands profitability / Corporate budget process owner and Monthly reporting to Officers / Support for special Project to the Group Controller
  + - **Consolidated Financial Statement Manager – Ad Interim**

*Period:*Jun-05 – Dec-06 / Sep-07

*Main activities and responsibilities*:

* Consolidation of financial statements through SAP SEM-BCS for 2007 Q1/H1/Q3, 2006 full year and H1 2005 / IAS/IFRS transition for the Group (June 2005)

* + - **Reporting and Controlling BU Italy**

*Period:* Jan-02 to Mar-05 *– Manger:* Italy & Group Controller

*Main activities and responsibilities*:

* Monthlyl closing of P&L and BS for the five italian legal entities / Budget co-ordinator and monthly / reporting to the local management and to the Group / Capex / Overhead analysis / Support for special Project to the Group Controller
  + **Motorola Spa**
    - **Senior Financial Analyst - Network and minor division**

*Period:* Sep-00 to Dec-01 *– Manager:* CFO

*Main activities and responsibilities*:

* Monthlyl closing of P&L and BS / Budget co-ordinator and monthly reporting to the local management / Internal Control, Legal support to the business / Support for special Project to the CFO
  + - **Financial Analyst – Mobile Division**

*Period:* Jan-00 to Aug-00 *– Manager:* CFO

*Main activities and responsibilities*:

* Weekly reporting to the London HQ / Service” division, Inventory analysis / Support for internal audit, monthly P&L closing under US GAAP and for the budget process
  + **Gillette Group Italy Spa - Junior Finance Controller**

*Period:* Oct-1999 to Dec-1999

* + **Mc Donald's Development Italy Inc - Junior Finance Assistant**

*Period:* Sep-1997 to Sep-1999

**Personal Skills**

* + **Managerial:** Ability to align organization, systems, processes and people to achieve important results. For example, I successfully turned around a failing project (FP&A model).

I consistently offer out-of-the box thinking. I support, sponsor and disseminate innovation activities and approaches within the Company.

I foster two-way communication and build an increasing consensus and commitment from associates.

I put .the company needs first.

* + **Languages:** Italian mother tounge, English proficient user, French basic user
  + **Softwares:** Expert of Windows, MS Office package (Word/Excel/Powerpoint), SAP R3 (CO-FI-IM-MM modules) – SAP BCS – SAP BPS – SAP BPC – BI/BO
  + **Driving license:** Yes
  + **Available to relocate:** Yes

**Personal Project**

* **Creator of**  [www.inagenda.info](http://www.inagenda.info).

Website about events in Italy with the object to provide value added services to the users (B2B/B2C). This project is managed during free time in terms of strategy and review.