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**Helena**

Dubai, UAE **Mob:** Whatsapp +971504753686 / +919979971283 **Email:** **helena.375903@2freemail.com**

**Career Profile:**

Seasoned finance professional with diverse experience in Fortune 500 companies across FMCG|Healthcare (Medical Devices, Pharmaceutical) and Big 4. Expertise in Controlling, Project Management, Joint Venture set-up, Asset Swap, Forecasting, Business Planning, Financial Reporting, Business Partnering, ERP, Payroll, Expense Reporting implementation, Pricing, Change Management, Audit and Compliance (SOX & HCC), Training and Development, People Management, Cross sector (Consumer, Pharma, Medical Devices) and Regional (EMEA).

Published Linkedin articles: 1. VAT - [**https://tinyurl.com/ydhxe52c**](https://tinyurl.com/ydhxe52c) **|** 2. Self help tips - <http://bit.ly/2znHzfu>

**Technical Skills:**

**ERP** – SAP FICO, Microsoft Axapta|Navision, PeopleSoft, JD Edwards**,** SunSystems,Sage

**Reporting | Consolidation** – PRISMA, TM1, Essbase, HFM (Hyperion Financial Management)

**Business Intelligence Tools –** Qlik View, OLAP, IBM Cognos

**Others –** E-commerce, Blockchain, MicrosoftSharepoint, Visio, Microsoft Office

**Experience:**

**Jun 2017 - Sep 2017 CONTRACT JOB 4 – MUNDIPHARMA – CONTROLLER Dubai, U.A.E.**

* Compliance - successfully passed the audit and implemented Fair Market Value Calculator
* Due Diligence - reviewed and initiated the shareroom centralization of the pertinent documents
* Automated workflows (Compliance|Due Diligence) for approval and country wise update by designated admins
* Coordinated the 10-year business plan compilation, consolidation, analytics by MEA (Middle East Africa)

**Apr 2016 - Apr 2017 CONTRACT JOB 3 – BOEHRINGER INGELHEIM – CONTROLLER - PROJECTS Dubai, U.A.E.**

* Part of BI PMO working on the asset swap with Sanofi on the Consumer Health Care business alongside PwC|EY
* Leading work streams – Finance & Controlling | Tax | Books & Records | Contracts
* Managing the playbooks and co-ordinating locally and regionally (Middle East, Turkey, Africa) transition
* Controller for function Medicine (Medical Affairs|Regulatory Affairs|Pharmaco Vigilance)
* Driving best practices in Business Planning, Business Partnering, Monthend, Receivables|Payables, SOP’s, CIP’s

**Sep 2015 - Mar 2016 TEMPORARY JOB 2 – VALEANT|BAUSCH & LOMB – CONTROLLER Dubai, U.A.E.**

* Streamlining Accounts Receivables, Fixed Assets, Inter-company, Legal Entity set-up (Cost Benefit Analysis), Margin analysis
* Transitioned the export market in the Netherlands to Dubai
* Drafting SOP’s, compliance testing and recommendation, automation|simplification|standardization of processes
* Implementation of ERP system Microsoft Dynamics Navision, Payroll, Distributor contract management

**Jun 2015 - Aug 2015 TEMPORARY JOB 1 - ACCESS VALUE HEALTHCARE SOLUTIONS - CONSULTANT Dubai, U.A.E.**

* Free lance consulting on business set-up in the UAE for the Health care industry
* Evaluation, feedback and presentation of the business venture and roadmap

**Dec 1997- Apr 2015 JOHNSON & JOHNSON MIDDLE EAST INC. (17.5 years) Dubai, U.A.E.**

**May 2014 - Apr 2015** **FP&A (Financial Planning and Analysis) Manager**

* Operating expenses (OPEX) management representing 25% of revenue of the entire Medical business.
* Detailed monthly review with all the function heads, ensuring alignment and corrective actions taken timely.
* Review of Supply Chain financials|CIP’s (Continuous Improvement Project) with the EMEA Supply Chain Director
* Driving and consolidating the OPEX business planning and revisions for P&L build by business.
* Developed labour cost model tool to capture employee related costs from the org charts enabling informed investment analyses
* Payroll administration of 300 employees on time and accurately.
* Development ambassador for training and deploying development and learning tools from EMEA
* Collaborating on company-wide projects and business partner to the Cardiovascular business unit.

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**Feb 2012 - Apr 2014** **Special Projects Manager|Marketing Controller Cardiovascular**

* Execution and management of cross sector and regional projects:-
* ***Office move***-$42M delivering saving of $1M; ***Legal entity*** **set up**-Saudi Joint Venture|Egypt; ***Market|Tax******assessment***-Kuwait
* Sales and Marketing project ***“Transformation for Growth”*** to double growth rate and triple revenue of Surgical Care
* ***Item Master workflow*** solution; ***Payroll***|***Expense*** reporting implementation; Led the ***Business Partner Conference***-$300K
* Regionally worked on ***Shared Services Enterprise Standards and Processes***.
* Timely reporting and prognosis of the EM (Emerging Market) Cordis business of $100M to the EM Lead
* Finance partner to the Cardiovascular business conducting monthly review via dashboards and deep dive.
* Driving the business planning process for the Cardiovascular business.
* Compliance testing, Finance for non-finance training, Validating and approving procurement savings cross sector.
* Headcount reporting management and customization.

**Jan 2005 - Jan 2012** **Marketing Controller - Medical | Marketing Controller – DePuy|Ethicon, Gulf|Levant**

* Spearheaded key projects automating|streamlining excel based reports and processes via business intelligence tools
* Implemented the profitability index model (PIM) in DePuy to gauge price impact and drive profitability.
* Negotiated and saved $1M on inter company price of Haemostasis products for the tender business.
* Sales reporting, preliminary marketing expense reviews, profitability analyses and Egypt review|consolidation.
* On-going evaluation of the business units performance via value added insights, dashboards, projections, executive summary
* Business partnering with the board of directors|management teams on sales, marketing and commercial issues.
* Development, management, consolidation of the business plan and reporting thereof via Hyperion | Essbase.
* Recruiting, training and orientation for finance and marketing.
* Lead role in internal audit conducted every 3 years and annual SOX certification.
* Completed the corporate people management course - Management Fundamentals I & First Line Leaders II.
* Received in 2011 the 2010 MEEP (ME, Egypt, Pakistan) Excellence Team Award.
* Key team member of 2005 Process Excellence initiative leading to silver award.

**Jan 2000 - Dec 2004** **Accounting Manager – Shared Services | Accounting Manager - Medical**

* Achieved zero defects on all corporate and internal management reporting.
* Revamped the P&L review with meaningful analyses and dashboards update at board level.
* Creating and providing customized reports to help in better and timely business evaluation of the 13 businesses.
* Key team member of projects SFE\_CRM mobile - Sales force effectiveness, SOX and JDE implementation.
* Involved in supply chain management in terms of product master, credit hold and inventory management.
* Compiling, consolidating, reporting to corporate and management board on behalf of the total company (Consumer, Medical, Lifescan, Vision Care).
* Administration of the total company payroll and benefits.
* Leading Business Process improvement initiatives in the Back-Office functions (payroll, expense reporting, banking, journals).
* Management and supervision of the treasury function.
* Received in 2003 the Business Services – Finance award.

**Dec 1997 - Dec 1999** **Senior Accountant - Consumer**

* Core team member of SunSystems implementation. Deployed training across all the J&J businesses
* Monthly reporting and management of marketing expenses.
* Supervised and managed the accounts payable and receivable function.

**Jan 1995 - Nov 1997 DELOITTE & TOUCHE | COOPERS & LYBRAND Dubai, U.A.E.**

 **Accountant|Administrator**

* Finalization of the monthly accounts and preparation of management reports to the partners.
* Managed the budgets and budgetary control of the firm.
* Responsible for the payroll, invoicing, reconciliations and general administration.

**Nov 1993 - Dec 1994 WHITELINK ADVERTISING Dubai, U.A.E.**

 **Accountant**

* Facilitated month close and management reporting
* Cash flow management and budgeting
* Initiated the implementation of accounting package SAGE.

**Education:**

**ACMA (1993)|CGMA -** Associate Member of the Chartered Institute of Management Accountants, UK |

 Chartered Global Management Accountant

**MAAT (1987) –** Associate Member of the Association of Accounting Technicians, U.K.

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**Helena Sebastian**

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**Quick summary** - Diverse experience in Fortune 500 companies in FMCG, Healthcare (Medical Devices|Pharmaceuticals) and Big 4. Currently pursuing a course in E-commerce and Blockchain.

Experience in contract roles and successfully delivering on short term projects from Asset swap | Compliance |Due Diligence | Implementation | SOP | CIP | Consultancy in Pharmaceuticals

No experience with VAT implementation but keep abreast and published an article recently on Linkedin - <https://tinyurl.com/ydhxe52c>

**Highlights**

1. Legal entity set ups (Johnson & Johnson) coupled with comprehensive financial modelling by years and scenarios.
2. Distributor management and transitioning the export market in the Netherlands to Dubai for Valeant|Bausch & Lomb
3. Asset Swap (Boehringer|Sanofi) - leading work streams, managing the playbooks and co-ordinating locally and regionally (Middle East, Turkey, South, Sub Sahara and North Africa) transition
4. Evaluation of business ventures in the health care industry with Access Value Healthcare Solutions
5. Project | Change management and CIPs (Continuous Improvement Projects)
6. Implementation of ERPs, Payroll, Expense reports, Processes, Workflows
7. Developing Profitability Index (Pricing Model), Market Assessments, Labour Cost Models for informed decision making
8. Leading SOX (Sarbanes Oxley) | Audits (Internal/External) | HCC (Health Care Compliance) | FCPA (Foreign Corrupt Practices Act) | Compliance | Due Diligence | Contract Management
9. Well versed in Financial Management, Business Partnering, Business Planning, Controlling, Financial Planning and Analysis (FP&A) especially in a matrix organisation managing complex business units and regions and Reporting using Essbase and Hyperion
10. Experienced in leading Shared Services
11. Cross sector (FMCG|Medical Devices|Pharma|Big 4) and Regional experience (EMEA+EM – Middle East & Turkey, MISSA (Maghreb, Iran, Sub Saharan Africa), South Africa, Central Eastern Europe & Russia).
12. Managed high performing teams locally and remotely

**Interim experiences**

1. Free lance consulting on business set-up, in the Health care industry, in the United Arab Emirates
2. 7 months assignment with Valeant|Bausch & Lomb to integrate and fix the factory (acquisition of a local pharmaceutical company) Accounts Receivable, Fixed Assets, Inter-company, ERP system Navision and Payroll system implementation, Legal entity set up, Distributor contract management.
3. 1 year project with Boehringer Ingelheim, working on the asset swap of Consumer Health Care business to Sanofi with the PMO|PwC|EY. Additionally, worked on the integration of local systems Axapta | Environmental Portal to the GBS (Global Business Service) platform (SAP).

**In addition....**

* Bring a positive attitude to work that drives passion, commitment, excellence, transparency and a sense of urgency.
* Championing people development, recruitment and training
* Willingness to learn and grow through sharing of knowledge and best practices internally and externally
* Passionate about volunteering to children’s, natural disasters, cancer, et al causes

Would welcome the opportunity to discuss my profile and how I can add value to the current efforts to achieve results compliantly and execute key priorities flawlessly.