

BARBARA VUKOVIĆ, MSc

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KEY QUALIFICATIONS

- 7+ years of experience as a CFO
- 10 years of experience as a Member of the Board
- Developed and implemented the role of a CFO within the company, together with all the policies and procedures
- Created and executed a financial policy that enabled the company platinum creditworthiness rating during the COVID and Ukrainian war crises
- Completed ELITE program at the London Stock Exchange to align the mission, vision, goals, and plans of the company with the financial policies to support all goals and ambitions
- MSc in Strategic Management from University of London
- MA in Accounting and Auditing from University of Zagreb

PROFESSIONAL EXPERIENCE

ALPHA PURPOSE CONSULTING, Zagreb, Croatia

Owner

September 2023 – present

- Interim CFO and CFO consultant for small and medium-sized companies helping them how to analyse their performance and setup finances to support the growth and goals of the company
- Finance coach for owners, C-suite and board members who want to understand the financial aspects of their business and strategically manage their company's finances
- Areas of my expertise:
 - cash flow management,
 - budgeting and forecasting,
 - financial statement analyses
 - profitability analyses and
 - relations with banks.

METAL PRODUCT, Zagreb, Croatia

CFO and Member of Management Board

January 2018 – December 2023

- Led the company through the COVID and Ukrainian war crisis – to ensure stability of production, cash flow management, reallocation of resources and cost cutting measures – as a result the company was awarded a platinum creditworthiness rating
- Created the company's financial policy that supported its vision and goals
- Developed the role of a CFO in the company and implemented procedures and analyses to successfully manage the finances of the company
- Implemented, coordinated and operationally executed financial planning and budgeting
- Introduced KPI metrics for monthly evaluations of the company's performance
- Created and executed credit policy and relationships with the banks, which led to an upgraded status in company's main banks
- Implemented monthly cash flow planning and created the template report
- Initiated and led the implementation of controlling (managerial accounting) in the company
- Initiated the implementation of the new ERP within the company
- Within the Board created the new mission, vision, core values, long term goals, strategic initiatives, continuous improvement areas and annual goals for the company
- Created and initiated the creation of a strategic team within the company to increase the understanding of the shared vision and improve internal communication
- Negotiated the terms of financing with banks which led to decrease of interest rates and lower monthly payments
- Conducted an in-depth analysis of the cash flow and liquidity problems to identify main issues and develop solutions
- Negotiated the terms of payment and our debt repayment with the suppliers on a daily basis
- Found new sources for financing and cash flow management

Technical sector and Member of the Management Board January 2016 – December 2016

- Initiated projects for implementing production planning methods in the production processes
- Designed and implemented new organizational structure in the second manufacturing location
- Implemented new procedures in the documentation of our production to ensure better monitoring, accurate reporting and faster reaction to problems

Commercial sector and Member of the Management Board February 2014 – December 2014

- Initiated projects for implementing production planning methods in the production processes
- Worked in purchasing, international and domestic sales in the commercial department
- Designed and implemented new organizational structure in the second manufacturing location
- Implemented new procedures in the documentation of our production to ensure better monitoring, accurate reporting and faster reaction to problems

SPAR CROATIA, Zagreb, Croatia

Assistant in Purchasing Food October 2013 – January 2014

- Provided assistance to two Assortment managers for Bread & Pastry and Dairy assortments
- Analysed the performance of promotional activities and suggested the products for promotion
- Communication with suppliers regarding new products and negotiating bonuses and rebates

Expansion department – Real estate management February 2013 – January 2014

- Reviewed and audited yearly and monthly costs and their compliance with the lease contracts
- Improved the cost allocation principles which resulted in significant cost reductions
- Prepared analysis for negotiations to further reduce the rent costs

M&A Project May – October 2013

- Performed initial analysis of the target and its offer packages
- Made 48 project calculations (projected revenues, environment, employees, competitors and necessary investments) to evaluate the payback period and feasibility of the investment
- Prepared an information package for the supervisory board
- Provided assistance in collecting information from data rooms in the due diligence process

Trainee in a rotational program September 2012 – September 2013

- Spent from 1 week to 3 months in every department in the company to learn all the processes and gain a comprehensive overview of the whole company
- Worked in departments: sales (3 months in a hypermarket), procurement of food and non-food items, organization, marketing, HR, legal, expansion, construction, IT, central warehouse, logistics, finance, accounting and controlling.

WORK EXPERIENCE DURING STUDIES

M&A RESEARCH CENTRE, Cass Business School, London, UK July – August 2012

Internship as a Research Assistant

- Collected qualitative data for the purpose of the project on Mergers of Equals

COCA-COLA HBC CROATIA, Zagreb, Croatia May – July 2011

Internship in HR

- Conducted selection process – reviewing CVs and preliminary selection for the first interviews

ERNST & YOUNG, Zagreb, Croatia January – April 2011

Internship in Auditing

- Worked in the final stage of auditing on three clients where I was responsible for conducting the complete auditing procedure of significant and material positions and had to present the findings and draw a conclusion

U.S. EMBASSY, Zagreb, Croatia January – May 2010

Volunteer internship in the U.S. Commercial Service

- Participated in providing consulting services to American companies on entry strategies for Croatian market

EDUCATION

Cass Business School, City University London, UK **2011 - 2012**

MSc Management and junior MBA, Specialization: Strategic Management

- Awarded with Distinction, top 10% of the whole generation
- Master dissertation "Defining Mergers of Equals and Assessing their Short-Term and Long-Term Performance", Supervised by Scott Moeller

University of Zagreb, Faculty of Economics and Business, Croatia **2010 - 2012**

MA in Accounting and Auditing, graduated *Magna cum laude* with GPA 4,75 / 5,0

- Master thesis 'Business analysis of the Atlantic Group based on the financial statement analysis'

Harvard University, Harvard Summer School, USA **June - August 2010**

Courses: Leadership and Effective Business Communication, both passed with A

University of California Berkeley, Berkeley Summer School, USA **July – August 2009**

Courses: International business and Organizational behaviour, both passed with A

University of Zagreb, Faculty of Economics and Business, Croatia **2006 - 2010**

BA in Accounting and Auditing, graduated *Magna cum laude* with GPA 4,81 / 5,0

- Major: Accounting and Auditing
- Minor: Management
- Alfa group member (group of top 1% students by academic achievement)

ADDITIONAL INFORMATION

Seminars and Conferences

Management training for CFOs

- Sponsored by EBRD and Joint Vienna Institute, November 2019

ELITE Programme,

- London Stock Exchange, London, November 2018 – August 2020

FACT Academy

- Organized by: Poslovna učinkovitost, September 2018 – June 2019

CFO Academy

- Organized by: Croatian finance institute, 2018

Controller Akademie

- Organized by: Kontroling Kognosko, March – September 2018

Controlling and accounting in production

- Organized by: Altius, April 2018

Awards

- Beta Gamma Sigma Award for being in the top 10% of the generation at Cass Business School
- Rector's special award for the Case Study Competition 2011. project, University of Zagreb, 2011
- Scholarship of the Croatian Ministry of Science, Education and Sports, 2006 - 2011

Languages

- Croatian (Native)
- English (Professional proficiency)
- German (Conversational proficiency)
- Spanish (Basic level)