

ANNABELLA CARDONE

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CHIEF FINANCIAL OFFICER

Profile & Objective

Chief Financial Officer with strong management skills and solid experience in multinational environment. Proven ability to achieve results in complex environments, effectively manage teams under pressure and help them to perform well and meet deadlines. Well organized, flexible and able to adjust to business changes. **Fluent in French, English and basic communication in German. Italian mother tongue.**

After more than 25 years working for IBM my objective is to effectively utilize my expertise in

- Strategic Planning
- Finance, Accounting and administration
- Treasury
- Budgeting and Cost Management
- Negotiation of large deal contracts
- Compliance
- Management - Ten years of management experience in Italy and Switzerland

at the service of a PME to effectively contribute to the development and consolidation of their activities.

Professional Experiences

IBM – European CFO of Resiliency Service Line and Investment Manager **April 2017-todate**

Provide in-depth financial analysis and expert financial perspective and opinions to the VP Resiliency Service Europe.

Responsible for RS Data Centre investment in Europe.

IBM – Assigned to BNP Paribas Partner for Innovation, Geneva **2010- 2017** **Head of Finance and Administration Department**

Suisse Branch of BP2I France Joint Venture between IBM and BNP Paribas

As director named by the Board my responsibilities included: preparation of required financial reports in accordance with US GAAP and Statutory requirement, maintain financial records, liaise with auditors and Board members.

Define the strategic budget and oversee the annual budget process implementation and monitoring providing monthly forecast and discrepancies analysis. Ensure adequate controls are installed and that substantiating documentation is approved and available. Supervise compliance activity both for finance and delivery activities. Oversee all purchasing activities including hiring external contractors in accordance with current strategy. Oversee Accounts Payable and Accounts Receivable department and the maintenance of the inventory of fixed assets. Supervise staff, including regular progress reviews and plans for improvement. Focal point for HR matters and individual development plan.

Main achievements:

- Signature of 5 years extension of main contract. Worked closely with GM to develop strategic solution for the client. Definition of pricing case for final proposal;
- Coached finance team to enhance and rationalize process and reporting permitting to reduce response time in cost analysis and control of HR costs;
- Improved accounting and administrative process. Rationalized tools for accurate billing, revenue recognition, budgeting, forecasting cash management and disbursement;
- Developed business case and compensation and benefit plan to attract A talents. Definition of employees contract and business conduct guidelines;
- Deployment of Compliance framework to satisfy shareholders and Swiss local requirement;
- Satisfactory TVA audit. Implementation of new report, procedure and controls to insure full adherence to TVA requirement;

IBM Switzerland, Bussigny **2006-2009**

Client Financial Executive of one of the largest World Wide Business Unit in Switzerland sized of about 200m\$. Responsible to manage the financial strategy and performance of the Client. In charge of financial planning, forecast, budget activities and business analysis to support contract negotiations and product investment decisions. Partner with Managing Director to establish and implement short-and long-range Business Unit goals, objectives, policies and operating procedures

Main achievement :

- Develop the worldwide pricing model for services key for the signature of 5 years frame agreement of 350 MUSD;
- Definition and management of worldwide hardware and technical services;
- Implementation of a contract monitoring framework for the governance with the client.

IBM EMEA, virtual assignment in Paris

2003-2006

EMEA Fall Plan Coordinator Global Technology Services Division sized of 9 B\$

Managing Consolidation Plan (Annual and Strategic Cycle) providing a full understanding of Signings, Revenue, Gross Profit and Pre-Tax-Income. Deployment of European plan at region and country level interlocking with Regional Business Leader

Main achievement:

Preparation and deployment of the new fall plan framework due to the split of EMEA in two separate territories.

IBM Microelectronics Geneva

2000-2003

Accounts Receivable Manager

Responsible for collections, cash applications and month-end accounting and reporting related to the revenue cycle of the European division.

European Commission Manager

In charge of the deployment of the global sales plan of Microelectronic division to sales units, target definition and commission payment process for Europe, Israel and Turkey for more than 300 people

Main Achievement:

- Definition and deployment of European Sales plan and target distribution.

IBM ITALY, Milan

1988-1999

Serving in both professional and managerial positions from marketing and sales to corporate finance, treasury, capital expenditure management, sales plan and commissioning. Position covered : Commission Process Manager for the Southern European Region, managing a team of 15 people; Executive Operations Manager reporting to the CFO of IBM Italy; Senior Financial Specialist in charge of capital expenditure analysis; Team Leader in treasury department in charge for cash management activities, currency and interest rate risk management. In 1988, originally joined IBM in Milan in marketing and sales for the oil sector of industry over a period of three years.

Main Achievements:

- Managed the implementation of a Treasury tool permitting to standardize and automate the cash management activity;
- Organisation of advertising campaign at Italian level for the announcement of a new product;
- Honoured with "100% IBM Sales Club" award while acting as Sales Representative for two consecutive years having demonstrated direct business impact and focus on client satisfaction

Qualification & Training

Master Degree in Business Administration (110/110) - University of Genoa (Italy) - 1988

Treasury Management Course - University SDA Bocconi Milan (Italy) – 1994

Tax Accounting – PwC 2011

Building Relationship and influencing skills - IBM 2012

ITIL foundation – 2015

High Performance Leadership – IMD Lausanne - 2016

Membership

Career Women's Forum – Vice President

Club Finance Genève