

Commercial Finance Director

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Company: The Advocate Group

Location: London Area

Category: other-general

Job Title: Commercial Finance Director Location: London, United Kingdom Package:

£120,000 - £140,000 + Car Allowance + 30% Bonus + 30 % LTIP Company Overview:

The Advocate Group are delighted to lead a confidential search on behalf of a large scale FMCG organisation with an enviable portfolio of brands. As the Commercial Finance Director with a focus on Customer Finance, you will be instrumental in optimizing financial

performance and driving commercial decisions related to customer relationships and revenue growth. Reporting directly to the Chief Financial Officer (CFO), you will lead a team of finance professionals and collaborate closely with sales, marketing, and other cross-functional teams to maximize profitability and enhance customer value.

Key Responsibilities: Develop and implement financial strategies to support customer-centric initiatives and drive revenue growth.

Provide strategic financial leadership and insights to senior management and cross-functional teams regarding customer profitability, pricing strategies, and promotional effectiveness.

Lead financial planning and analysis (FP&A) processes related to customer segments, including budgeting, forecasting, and performance tracking.

Partner with sales and marketing teams to evaluate customer contracts, negotiate terms, and assess the financial impact of promotional activities and trade spend.

Conduct financial modeling and analysis to support customer profitability analysis, pricing decisions, and sales performance evaluation.

Drive continuous improvement in customer finance processes, systems, and reporting to enhance efficiency and effectiveness.

Ensure compliance with financial regulations, accounting standards, and internal controls related to customer

transactions and revenue recognition. Mentor and develop a high-performing finance team with

a focus on customer finance expertise, fostering a culture of collaboration, innovation, and accountability. Qualifications and Experience: Bachelor's degree in Finance, Accounting, Business, or related field; MBA or CPA preferred. Proven experience in a senior finance leadership role with a specialization in commercial finance within the FMCG or consumer goods industry. Strong financial acumen with a deep understanding of customer dynamics, sales channels, and promotional strategies. Demonstrated track record of driving financial performance and strategic decision-making related to customer relationships and revenue growth. Excellent analytical, problem-solving, and decision-making skills, with the ability to translate complex financial data into actionable insights. Effective communicator with the ability to influence and collaborate across all levels of the organization, particularly with sales and marketing teams. Strong leadership and people management skills, with a passion for developing talent and building high-performing teams. Proficiency in financial modeling, ERP systems, and advanced MS Excel skills. 'APPLY NOW' for immediate consideration or alternative call Lee McNally directly on 07590863306.

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