



## CAPABILITY STATEMENT – ADAM M. WATSON

### Overview:

A thinking person's accountant, Adam has been building his skill base for a decade since working part-time as a student, and he has seasoned his skills well with a myriad of commercial experience in highly diverse environments.

Not at all daunted by the untidiness that often attends the process of developing financial reporting as the requirements of an organisation grow and change, Adam has kept a level head to do this successfully across cultures, environments and geography, as well as in plainly challenging organisational environments.

Colleagues and clients appreciate his ability to remain undaunted and to produce results that are actually helpful to management and facilitative of improved future strategy.

### Career Synopsis:

A Certified Practising Accountant since 2000, Adam has developed very substantial financial analysis and reporting skills through a range of training, and business intelligence applications such as TM1 Development and Business Objects, as well as financial applications such as Oracle Super User, Fixed Assets, Oracle Business Essentials, and Oracle Discoverer.

Clients value Adam's quiet capability to work anywhere in the world with any team, unobtrusively and very productively, often in quite sensitive circumstances. A great recent example is his work in Banda Aceh after the Tsunami, where he was consulting to IBM and the United Nations, to work with telecommunications providers in regard to satellites installations, many of which were in remote areas.

### ThinkEvans Pty Ltd:

Adam is well known to the ThinkEvans team, a trusted adviser for some time who has now taken up a role in the group. He is working with selected clients from diverse industries who are raising the bar on financial and non-financial measures of success and on the business intelligence platforms they use.

### Tertiary Education:

2000 – Certified Practising Accountant – Australian Society of Certified Practising Accountants.

1997 – Bachelor of Commerce (major in accounting, sub major in law), University of Western Sydney (Westmead)

1993 – Associate Diploma in Business (major in accounting), Cairns

### Selected Prior Career Achievements:

Nuance Group (Australia) (2006):

Project Managing the implementation of TM1 64 Bit, a business intelligence platform encompassing large transactional data modelling based on their customer profiling and profitability.

Indosat (Indonesia) (2005):

Managed customer & marketing implementation of TM1 across their Satellite and Telecommunications (Mobile) Business, being one of the largest TM1 business intelligence implementations in the telecommunications industry worldwide

IBM/United Nations/World Food (Banda Aceh - Indonesia) (2005):

Consulting to IBM and the United Nations concerning data management and integration across welfare groups using TM1 to IBM to trace displaced and missing persons following the Tsunami in Banda Aceh

IPC Media – Time Warner (London, UK) (2004)

Consulting to the Time Warners London-based magazine division (Britain's largest publisher with over 100 magazines) on:

- o the implementation of TM1;
- o how to migrate their budgeting and forecasting system and group profit reporting to TM1; and
- o complying with Sarbanes Oxley and other requirements for their New York office.

Medical Benefits Fund (Australia) Limited (2000 – 2004):

Business reporting accountant role encompassing:

- o monthly board reporting;
- o monthly executive reporting;
- o financial aspects of mergers and acquisitions;
- o the investment portfolio (approximately \$600 million);
- o co-ordinating budgeting & forecasting (operating expenses) for a budget of over AUD\$150 million;
- o managing the finance team including all financial statements (Monthly Profit & Loss, Management Pack, Board Papers, Investment results, Tax, and government returns – PHIAC);
- o developing KPI reporting tool that led to the development the Oracle Business Intelligence suite;
- o monitoring and analysing competitor behaviour in Australia from listed healthcare providers;
- o developing financial models using advanced TM1 systems; and
- o migration of financial data from legacy system to Oracle and then to TM1 for MBF, IAG Health, Clearview Financial Services.

David Jones Pty Limited (1998 – 2000):



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Reporting to GM Financial Planning, Adam was responsible for:

- o monitoring and analysing competitor behaviour in Australia, US & UK via broker research, Annual Reports and the Internet. Eg Selfridges, Debenhams, Saks, Nordstrom;
- o developing a company product group profitability model used by the board for existing & new store modelling;
- o providing current dollar valuations of stores, and assisting with the establishment of an EVA reporting system to the board;
- o establishing budget infrastructures to enable co-ordination & communication with the companies budgeting process; and
- o developing financial models using advanced TM1 systems.

David Jones Pty Ltd (1994 - 1998):

After initial clerical roles and commercial experience, taking up the position of accountant brought responsibility for:

- o helping in the establishment of the new David Jones credit card and in house reporting and profitability analysis;
- o managing monthly profit & loss statements, for Queensland and Victoria stores;
- o using accounting software packages including Oracle Financials, TM1, Microsoft Office and Lotus Smart Suite, plus quite advanced Excel, Word & Lotus.

David Jones Pty Ltd (1988 - 1993):

Sales floor work, during which time the focus was on practical experience in how financial numbers are generated from operations.