**WILFRIED WOOD**

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**Finance Director**

**Strategic Finance Leader | FP&A | M&A | Global Business Partner | Operational Excellence**

Strategic and results-driven Chief Financial Officer and Finance Director with extensive experience in global corporations and SMEs across the beauty industry (mass market and luxury), real estate, medical research, and consulting sectors. A seasoned professional in the CPG market, with proven expertise in corporate finance, FP&A, and budgeting. Strong track record of optimizing financial processes, enhancing operational efficiencies, and driving cost savings. Adept at leading high-impact projects and partnering with executive leadership to support strategic decision-making and business growth. Experienced in leading international, cross-cultural teams across Asia, Europe, and North America.

# **EXPERIENCE**

**Self-employed, Chicago, IL, and Paris France** December 2021-present

***Fractional Chief Financial Officer*** *(a contract CFO providing high-level financial strategy, oversight, and leadership to SMEs)*

* Managed financial restructuring, budgeting, and forecasting for multiple clients in real estate and digital services. Developed financial reporting frameworks and implemented cost-saving initiatives.
* Designed and deployed financial control systems, enhancing oversight and agility.
* Prepared and guided a client through fundraising, securing $9M to scale operations and significantly expanding business revenue from $7.4M to a projected $67.2M.

**L*’*Oréal *General Management of Operations,* Paris, France** February 2019-June 2021

***Global Finance Director – FP&A, Direct Sourcing***

* Led financial planning and cost control for a $4.5 billion procurement budget. Developed forecasting tools to improve financial oversight and drive $84.4M cost savings. Partnered with C-Level leadership to optimize procurement efficiency (workshops, steering-committee, annual budget presentations etc.).
* Spearheaded the creation of a finance function, enhancing economic decision-making and supporting core business focus and skills development among team members (hiring 4 FTEs in EMEA, 1 in the US, 1 in APAC)

**L*’*OréalConsumer Products Division*,* Paris, France**March 2015-January 2019

***Plant Chief Financial Officer***

* Led financial strategy and operations for a manufacturing facility producing 150 million units annually, leading a team of 8 in Finance and IT.
* Implemented a strategic plan that ensured sustained operational viability, achieving consistent annual cost reductions of approximately 2%, directly influencing the group's decision to further invest in the plant.
* Secured AEO certification and successfully integrated digital solutions, significantly enhancing operational efficiency and cost management.

**L'Oréal Professional Products Division, Paris, France** January 2014-February 2015

***Global FP&A Director***

* Oversaw financial strategies for a global division with revenue of $3.8 billion, managing financial planning and analysis to support strategic growth in emerging markets.
* Led financial control and strategic project initiation, significantly improving financial structures and business processes resulting in accelerating financial reporting by one day.
* Successfully avoided a 50-basis points degradation in net revenue margins despite the costly integration of a newly acquired company and challenging economic conditions.

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**L'Oréal Professional Products Division, Paris, France** May 2010-December 2013

***Senior Finance Manager***

* Led financial operations for a $279.5M business unit with 3 direct reports; contributed to strategic decisions as a Management Committee member.
* Improved profitability by 50 basis points through revised commercial terms and an optimized customer/product mix.
* Implemented SAP modules and resized marketing tools to support new commercial policies and strengthen internal controls.

**L'Oréal Professional Products Division, Paris, France** July 2007-April 2010

***Finance Manager***

* Supported the strategic repositioning of the business unit Kérastase brand and enabled the launch of two new brands by driving a 140-basis point margin improvement.
* Led business planning and Sales Administration transformation, optimizing commercial operations and contributing to brand steering decisions.

**L'Oréal Luxury Products Division, Paris, France** October 1999-June 2007

***Finance Manager – Business Units & Travel Retail***

* Managed financial operations and reporting for growing business units, supporting international expansion and organizational transformation.
* Led ERP (SAP) implementation, streamlined financial reporting, and improved commercial data integration.
* Built centralized finance systems and performance tools to support global account management and business control.

# **EDUCATION**

**ESCP Business School,** master’s degree in General Management and Corporate Strategy

**Université Evry Paris-Saclay,** master’s degree in Corporate Finance

**Université Fontainebleau,** Associate’s Degree in Finance and Business Administration

# **TRAINING AND CERTIFICATION**

**Harvard Business School,** Credential Of Readiness (CORe: Business Analytics, Economics for Managers and Financial Accounting)

**University of Chicago,** Artificial Intelligence and Data Science for Leaders certificate
Corporate Financial Strategy certificate

# **SKILLS**

* CPG, GAAP and IFRS, Financial Restructuring & M&A, Budgeting & Forecasting, Profitability & Cost Optimization, ERP Implementation & Digital Finance, Financial Reporting & Internal Controls, Accounting, Legal Compliance, IT
* Proficient in SAP & SAP Hana, Microsoft Office (Excel, Word, PowerPoint), Power BI, MindManager/SimpleMind

# **LANGUAGES**

* French (Native)
* English (Fluent)