



Hi, I'm Marina Ketelslegers

A dynamic FP&A leader with a passion for blending finance with cutting-edge technology. I excel in driving business transformation through expert Anaplan implementation and advanced data analytics. With a focus on seamless process improvement, I'm ready to elevate your planning process with precision and innovation. Just read further to get to know me better!



Professional Experience

Skills & Education

MarKetPoint **FP&A Solutions Consulting** 2020 – now (4.5 y)



09/23 – 01/24: Anaplan project Solution Architect for a full FP&A planning model with ~300 users, 10 business units and 200+ legal entities across Europe. Implemented a planning flow into Anaplan + Fluence with a centralized core while maintaining business unit specifics for Budget and Rolling Forecast based on Statistical Modelling (HR services industry).



01/22 – now: Anaplan projects and support end-to-end responsible for full FP&A model implementation with integration to SAP S/4HANA of Croatian business and Export business in Amsterdam (beer & beverages). **03/24-05/24** Strategic Planning model. On-going Anaplan Support Services



01/21 – now: Anaplan projects and support end-to-end responsible for full FP&A model implementation with integration to SAP S/4HANA of Belgian producer and exporter of beer/beverages (EMCG). **12/22-03/23** Long Term Strategic Planning model **02/24-08/24** FP&A model for wholesale business. On-going Anaplan Support Services.



01/20 – 01/24: Develop Anaplan business as Senior Pre-sales Solution Consultant, orchestrate project execution, develop and present webinars, give trainings on Data Science for Financial professionals and Power BI



07/21-12/21: Anaplan project end-to-end responsible for Solution Architecture and Model Building for FP&A planning model: Transport industry Revenue Planning, Cost Planning and P&L reporting



05/21-01/22: Anaplan project Solution Architecture and Model Building for Integrated Business Planning (IBP) Process model, including Statistical Forecasting for a fashion retail industry



05/21 – 05/22: implementing automation of 3 Financial Statements (P&L, BS and Cash Flow) reporting in PowerBI (Data & Software industry).



05/20-07/21: Business/Functional analysis for client's Data team implementing Data Pipelines on AWS Cloud platform with data consumption in Qlik Sense (Bio Pharma industry)



11/19-05/20: Increased efficiency of data consolidation for Integrated Business Planning (IBP), ingesting data via Data Platform into BI Tool



Agricultural Multinational 2009 -2020 (11 y)

Global FP&A Lead in R&D and Innovation (2 years)

In this role I was helping Cargill Food Ingredients & Bio-Industrial Business to drive R&D and Innovation process performance through meaningful Innovation strategy & FP&A metrics and Innovation/CapEx Portfolio Management.

Business Process Improvement & Internal Control Manager (2 years)

Acting as ERP process governance lead, I've ensured seamless connection between End-to-End business processes and system configuration, including a correct execution of Internal Controls. In 2015 my team of Business Analysts has successfully accomplished a massive Oracle ERP Upgrade.

Project Manager/S&OP Business Analyst (3 years)

As part of project team working together with Supply Chain and Sales, I've successfully implemented S&OP for foods business, developed data models to optimize long and mid-term business planning (Master Planning).

Budgeting & Forecasting Lead (3 years)

First, I developed and rolled out Management reporting P&L structure and management reporting & visualization tool. I've been conducting budgeting yearly with management team, performed monthly P&L (cost and contribution margin analysis) & prepared forecast. Lead an effort to develop Annual Operating Planning (AOP) Process across a Business Unit.

DORINDA & BETALINK, Saint-Petersburg 2005 – 2008 (3 years)

Here I got my first hands-on Financial Accounting & Reporting basics in Telecommunication & Construction Industries

Skills|Certifications:

- Financial Planning & Analysis
- Sales & Operations Planning /IBP
- Business Process Improvement
- High Performance Team Management
- Change Management
- Anaplan Certified Master Anaplanner
- Anaplan Certified Pre-Sales Solution Consultant
- Microsoft Certified Power BI Data Analyst Associate
- Data Warehousing/Business Analysis/Functional Design
- PMP Project Management Professional
- Oracle ERP (JDE) Business Analysis
- Advanced Analytics MS Excel & MS Access, VBA macros (Microsoft Certified)
- Data Modeling in Alteryx
- Machine Learning Certification - Coursera

Higher Education:

- Master in Economic Statistics Saint-Petersburg University of Finance and Economics (2008)
- Candidate PhD in Economic Statistics Moscow Finance University under the Government of the Russian Federation (2011)

Languages:

English		Fluent
Dutch		Fluent
French		Beginner (learning)
Russian		Native



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