**Maarten-Jan Waasdorp, MBA**

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**Global Finance & Operations Executive**

Dynamic and innovative professional offering 30 years of high-level international management experience at both Fortune 500 companies and SMB. Draw on strong analytical, collaborative, and decisive leadership skills to shape and execute immediate and long-term strategy, develop creative solutions, and drive organizational growth. Combining a successful finance background with coordinating IT, HR, sales and marketing efforts to consistently deliver multimillion-dollar results. Strong focus on growth and development for company and employees.

Strategic Planning ▪ KPI ▪ Financial Analysis ▪ M&A ▪ Private Equity ▪ IT/ERP Systems ▪ EOS ▪ Growth ▪ New Business Development ▪ Pricing ▪ Contracts ▪ Process Design & Improvement ▪ Change Management ▪Cross-Cultural Communications ▪ Creative Issue Resolution ▪ Solutions Design ▪

Active911 – **Chief Financial Officer –** Corvallis, OR 2021 to current

*Global SaaS company specialized in first responder information and communication*

* Restructure accounting processes and reporting.
* Strategic growth planning using EOS: product development; marketing; sales
* Realize MRR Growth of 30%
* Rebuild internal SaaS ERP
* Research and evaluate M&A opportunities
* Create budget process
* Implement HR processes and system and software
* Manage IT department
* Employee retention >95%

Oil & Gas*.* – **Senior Executive Consultant -** Houston, TX 2020 to 2021

*Financial lead on M&A projects*

* Contract review.
* Due diligence.
* Profitability analyses of company, resources, and properties.

Unisoft International, Inc*.* – **Chief Financial Officer -** Houston, TX 2017 to 2020

*Global software solution and service provider specialized in workload automation.*

Managed all international financial operations, consolidations, financial reporting, forecasting, budgeting, tax filing,

audits, policies, processes, and procedures. Set strategy for growth using EOS and prepare company for buy-out. Client base includes IRS, DoD, and accounts such as JP Morgan, Air France, Hermes, Carnival.

* Structuring, streamlining, and centralizing the global accounting team.
* Creating efficient global accounting structure and processes.
* Improved cash flow and expense control; made company self-funding.
* Realized month-end close of 5 days (prior only quarterly close, one quarter late).
* Automated revenue recognition and cost recognition process per new US GAAP/ASC 606.
* Improved reporting accuracy: changing 6 figure differences to immaterial.
* Co-managed Sales in absence of CRO realizing 48% and 31% growth.
* Doubling company value to 80 million.

Amphora, Inc – **VP Finance & HR** – Houston, TX 2013 to 2017

*Global software solution and service provider for energy, commodity trading, risk management and logistics execution.*

Promoted to VP on 1-1-2015. Member of the global management team. Strategic advisor and secretary to the Board of Directors. Responsible for the company’s short, mid and long term (financial) planning, budgeting and forecasting on consolidated and project level, and strategic alliances. Creating and managing KPI’s and Business Intelligence.

**Corporate Controller**

Managed all international financial operations, consolidations, financial reporting, forecasting, budgeting, tax filing,

audits, policies, processes, and procedures. Support the CEO and Board with strategic advice. Client base included

Fortune 100 accounts such as Chevron and Marathon Petroleum.

* Managing the accounting and HR team and all aspects of finance and HR for 5 international legal entities.
* Creating and executing structure and processes to manage projects and products.
* Maintaining project and product profitability by creating and monitoring KPIs.
* Managing financial accounting, US GAAP, and national and international legal reporting requirements.
* Realized project profitability increase by 20%.
* Realized $4 million profit in 2014 (first profit in 4 years) and a cost saving of $2 million.
* Improved invoicing and collections process resulting in a DSO of 32 days (was 48).
* Stabilized cash flow.

Us4 Interactive – **Managing Partner/Founding Owner**– Houston, TX 2010 to 2013

*Full-service marketing agency specializing in services for small to midsize businesses.*

Owned and operated agency serving up to 35 clients annually, with three direct reports and 15 contractors. Design and implement strategic business solutions and innovative marketing concepts, for rebranding and e-commerce initiatives as well as marketing campaigns, recruitment campaigns, and bottom-line improvements.

* Realized average 50% growth for all clients.
* Rebranded and redesigned marketing magazine; increased size 70%, from 40 to 68 pages, and distribution size 150%, from 8K to 20K copies within one year.
* Developed community engagement campaign; received award from City of Houston.

Six Foot, LLC - **CFO / COO / Partner** – Houston, TX 2007 to 2010

*Interactive marketing and consulting agency specializing in strategic, interactive marketing, and experiential design.*

Manage all financial and general operations, including policies, processes, and procedures, with 32 direct reports (executives, sales managers, project managers, designers, and developers). Client base included Fortune 500 accounts such as Oracle and Mattel.

* Doubled annual revenue within two years, growing from $750K to $1.5M.
* Restructured company into departments, enabling investors to raise $2.5M in capital.
* Spearheaded development and implementation of innovative project-based cost-benefit system, time registration system, and pre-quote cost calculations*.*

Canon Europa - **Manager Shared Services** – The Netherlands 2002 to 2007

*Canon is a world leader in imaging products and solutions for the digital home and office*

* Successfully restructured financial territories and integrated 17 countries into one central shared service center, with $2B revenue budget: reduced labor costs 55%.
* Prepared, rolled out and implemented Oracle Financials in 17 countries.
* Implemented ERP system and automated solutions to improve global production, shipping, and distribution process by three weeks as well as optimize shared service staff.

Heineken International – The Netherlands **Finance Manager** 2000 to 2002

MicroStrategy, Inc. – The Netherlands **Finance Director** 1998 to 1999

Oracle Corporation – The Netherlands **Financial Analyst** 1994 to 1999

Ernst & Young – The Netherlands **Assistant Auditor** 1990 to 1993

**EDUCATION**

**M.B.A. General Business** – Henley Management College – Oxford, UK

**Bachelor of Management, Economics & Law** – Business School – Utrecht, NL

**TECHNOLOGY**

ERP Systems (Oracle, SAP, JD Edwards) – SalesForce – FinancialForce – QuickBooks - MS Office (Advanced Excel)

Power BI – HTML (basic) – SQL (basic) – WordPress (basic)

**LANGUAGES**

English & Dutch (fluent)

French & German (conversational)

Italian & Spanish (basic)