

CHRISTA OJEDA, CPA

Employment History

1999 – present Independent Consultant Chicago, IL
Project Manager/Consultant

RSM McGladrey Financial Process Outsourcing

- Acted as Business Development Manager reporting to the Chief Business Development Officer. Responsible for creating process, procedures and reports for commissions, pipeline, contracts and proposals, YTD contract status and related revenue and other statistics. Also coordinate and helped train third party telemarketing firm in charge of generating leads for our sales force. Supervised Marketing Coordinator and changed a previously negative relationship into a mutually respectful and team-oriented one.
- Turned-around an unsuccessful payroll outsourcing project in Seattle which was originally assigned to another Project Manager. Fostered teamwork in a hostile environment. Learned union payroll rules and worked with third party vendors to facilitate system conversion. Supervised staff and performed various duties as necessary to ensure success. Retained the 70+ store customer base which represented over \$250,000 in yearly revenue.
- Closed down accounting center in Kansas City in order to complete outsourcing of accounting services which included supervising and motivating exiting employees during the transition, collaborating with other team members, compiling necessary data, hiring personnel and meeting with clients to create new contracts. Client retention at assigned center was approximately 80%, 100% for clients visited. Once transition of my center was completed, participated at other centers nationally and in various roles as needed.
- As Acting Marketing Director, created marketing materials, coordinated reporting of sales team data, managed and trained marketing staff. Wrote, edited and proofread copy, proposals, contracts, manuals and various materials distributed to current and prospective clients. Also responsible for internal reporting and related documentation.
- Designed numerous PowerPoint presentations for use in trade shows, client proposals, internal training, kick-off meetings and project summaries. Customized each deck to the clients' needs.
- Wrote, edited and proofread documentation related to process and procedures, transition plans, technical manuals, client proposals, web content and various forms of correspondence. Created extensive financial models using Excel. Compiled data from different sources to create cohesive manuals and plans.

Other Clients

- Set up corporate accounting department at an international manufacturing company after split-off. Worked with IT consultants in the system conversion and to develop tools to capture financial data and facilitate reporting. Tested interfaces with General Ledger and integrity of output. Trained employees.
- Produced profitability analysis at a global foodservice retailer. Developed Excel and Access models that assessed product mix data in order to improve restaurants' sales and gross margin. Model resulted in potential opportunity of 3% increase in sales and 4% increase in gross margin at existing volume levels. Produced desktop manual for model and documented project procedures.
- Created Excel financial modeling tool for client compiling a business proposal for a spa in Mexico. Incorporated their pricing and expense data and helped them develop assumptions.

1997 - 1999 The Johnsson Group Chicago, IL
Project Manager/Consultant

- Planned, managed and executed \$680 million reconciliation of customer billing system at a large insurance company. Created multiple-system process flows, identified weaknesses and supervised staff in clearing accounts receivable outstanding balances. Developed work-arounds and process improvements.

Employment History (Continued)

- Created complex Excel financial models for use by manufacturing firm in developing current and 5-year strategy for international division. Model incorporated information such as local currency, fixed and variable costs by product lines, competitor and customer data.
- Successfully teamed in the development of Y2K project plan for Treasury Department of a large insurance company. Produced and managed communication plan. Worked with third party consultant in the development of reporting tool employing Access database and designed reports. Created project presentation deck and transitioned responsibilities.
- Completed corporate headquarter relocation study for travel firm. Analyzed personnel and facility related costs for multiple prospective locations.

1995 - 1997 Ameritech International Chicago, IL
Manager, Planning

- Accountable for maintaining the department initiatives and productivity while immediate supervisor was out of the country for 6 months assisting with an IPO.
- Responsible for communications, reporting, and budgeting for multiple foreign subsidiaries. In charge of all phases of the short-term and long-term budgeting and forecasting process. Improved procedures and consistently met deadlines.
- Collaborated on monthly, quarterly and year-end closes which included reviewing revenue and expense data, analyzing variances and reporting to management.

1994 - 1995 Rotary International Evanston, IL
Budget Analyst

- In charge of outsourcing relationship with Pitney Bowes.
- Responsible for maintaining assigned business units. Created budgets and analyzed monthly expense to budget and forecast. Responsible for collaborating with managers to create projections. Answered external audit questions.
- Created travel analysis. Resulting policy would have decreased yearly expenses by \$100,000.

1990 - 1994 DEKALB Genetics DeKalb, IL
Senior International Accounting and Budget Analyst
International Accounting and Budget Analyst

- Responsible for the development and implementation of internal control process improvements at Mexican equity company which resulted in meeting reporting goals and objectives and receiving clean audit for the first time in three years.
- Assisted in the closing down of operations at Spanish subsidiary which included traveling to the site to train and supervise interim financial staff, performing accounting functions, updating quantitative and qualitative forecasts, and reporting to the Board of Directors.
- Responsible for communications, reporting and budgeting for subsidiaries in Mexico, Spain, Brazil, Argentina and Italy. Cross-trained on monthly close process and developed best practices.

Clients Include

RSM McGladrey Financial Process Outsourcing, Merisant/Monsanto, McDonald's, USG, CNA, NAPA Auto Parts, Re:Sources, RR Donnelley, Galileo

Computer Skills

Extensive experience with Windows Operating Systems and a wide variety of Microsoft and other business software including but not limited to Excel, Word and PowerPoint. Also knowledgeable in Visio, Access, FrontPage, various general ledger accounting software and Internet based research. Familiar with MAC environment.

Languages

Fluent in Spanish includes reading, writing, conversational skills and culture.

Education and Certification

1995	Public Accountant Certification	Illinois
1990	Northern Illinois University	DeKalb, IL
Bachelor of Science, Finance/Accounting Emphasis		