



Bram Coops

Senior Finance & Project Manager

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Amstelveen, The Netherlands
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[LinkedIn: Bram Coops](#)

EDUCATION

MASTER'S DEGREE

MSc Accountancy
Vrije Universiteit Amsterdam (VU)
1997 - 2002

BACHELOR OF SCIENCE

BEC Accountancy
Hanze University of Applied
Sciences Groningen
1994 - 1997

SKILLS

Team Leadership / Coaching
Project management & PMO
Stakeholder management
Finance & Accounting
Business Controlling (FP&A)
Improving Efficiency
Compliance
Internal Control / (Internal) Audit
International expansion
Entrepreneurial
Analytical / Risk Assessment
Accountable / Responsible
Pro-active / Getting things done
Business Cases
Shared Services / Matrix Org's

PROFESSIONAL PROFILE

- 25+ years of experience in audit (8), finance (10) and project management (7), perfectly positioned to manage PMO, project portfolios and large projects as interim manager.
- 7 years of (hands-on) Yardi experience for implementations and optimizations at strategic, tactical and operational level
- I have a passion for process improvements and application implementations and like to combine project management with delivery of improvements.
- I'm able to guide teams through major changes and break large and complex matters into smaller pieces, which lead to a flow of successes and keep the teams motivated and eager.
- I'm a referral partner and fan of Smartsheet, which is a tool to manage projects, automate processes, and scale up to enterprise-level programs and portfolios, all with one platform.

EXPERIENCE

INTERIM FINANCE & PROJECT MANAGER (ZZP)

Coops Finance Optimizations / Amsterdam / October 2015 - Now

Interim manager for finance and project related assignments. I worked at Morgan Stanley Real Estate Funds and Merin and did subsequent assignments at both companies in 2015 - 2018. In 2022 I implemented Yardi at Dream Industrial REIT in The Netherlands, prepared for a European rollout.

- Implement ERP (Yardi) in time and within budget
- Manage the improvement of the close processes and financial statements process, solve Dutch and US tax issues
- Implement new processes, applications and procedures

DIRECTOR

CohnReznick Netherlands / The Hague / April 2018 - October 2021

- Manage Yardi implementations
- Interim Managing Director (due to absence)

FINANCE DIRECTOR EMEA

LivePerson / Amsterdam / August 2013 - September 2015

Responsible for setting up and management of the EMEA Shared Service Center in Amsterdam for UK, Netherlands, Germany, France, Italy and Japan. The SSC took care of accounting, business controlling, sales support, statutory and tax compliance and financial statements.

- High standard of compliance in all countries
- Implementation of Blackline, Concur Invoice & Concur T&E
- Strict monthly closes and documentation in Blackline
- Work closely with the corporate accounting team & corporate FP&A team



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TECHNICAL SKILLS

Smartsheet core product certified
Business Intelligence (Power BI - Qlik)
Management Reporting
Budget & Forecasting
Microsoft Office Suite
SAP / Hyperion / Blackline
Concur Invoice & Concur T&E
Dutch GAAP / IFRS / US GAAP
Consolidation / Compliance
Close & Financial Statements
VAT / CIT / Compliance in EMEA
Holding structures

EXTRA

THE NEW CFO

Executive Program

Erasmus University Rotterdam
2015

CHAIRMAN & BOARD MEMBER

ALTC Buitenveldert
Tennis club in Amsterdam
2002 - 2009

VINDICAT ATQUE POLIT

Student Fraternity
1990 - 1996

INTERESTS

Team building
Process improvements
Smartsheet
Tennis / Golf / Skiing / Cycling
Travel / Reading

EXPERIENCE

ACCOUNTING DIRECTOR NL & DIRECTOR OF DUTCH HOLDINGS

Bristol-Myers Squibb / Woerden / March 2011 - July 2013

Responsible for all accounting and logistics activities of the Dutch sales entity in a complex matrix organization.

- The responsibilities included accounting (US GAAP & Dutch GAAP), legal entity budget, revenue recognition, tax compliance, 3rd party logistics, order-to-cash, P2P, monthly closing, financial statements, VAT, CIT, treasury.
- Only Dutch representative in the board of directors of 6 HoldCo's in The Netherlands within a US listed company, responsible for tax and accounting.
- Main contact for the US HQ colleagues of tax, treasury teams and corporate lawyers, tax and legal advisors in The Netherlands and the local representatives of the subsidiaries, located throughout the world.

GROUP FINANCE DIRECTOR

Kloosterboer / IJmuiden / April 2007 - February 2011

I worked directly with the group CFO, in a structure with over 50 entities in The Netherlands, Belgium, Germany, France, UK, US, Canada. Responsible for all financial and business controlling activities in the group. Member of the Group Management Team.

- This included the group budget process, monthly closing, tax filing, internal controls and internal audit, intercompany, transfer pricing, financial statements and monthly reporting to the board of directors and supervisory board.
- As the group was expanding rapidly, I was involved in the business cases and calculations for multiple projects (up to EUR 50M).
- Executed on projects, such as setting up business controlling, fast monthly close, workflow management (AP process, AR collections) and BI.
- Implemented the group internal control framework, transfer pricing guidelines and documentation and was also responsible for the project of the renovation of the group HQ office.

2005 - 2007

BCD Travel

Finance Manager Netherlands

1997 - 2005

PwC

Assistant Manager Audit

For more details, please have a look at my

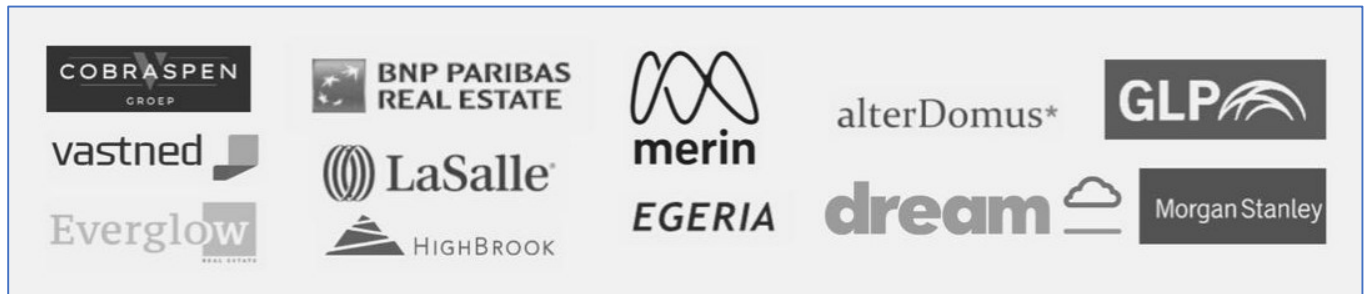
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Logos Yardi implementations & interim management



Logos employers



Logos tools

