


Bram Coops

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Summary

Available per 1 November as interim:

- Finance Manager / Director
- Finance Transformation Manager
- Yardi Implementation Project Manager (ERP)
- Project Manager

Experience:

2016 - 2022 Interim Senior Finance Management & ERP (Yardi) Implementations

2005 - 2015 Senior Finance Management roles

1997 - 2005 Audit (PwC)

Finance management experience at family owned and US listed companies:

- Finance Manager (BCD Travel)
- Finance Director (Kloosterboer - now Lineage Logistics)
- Accounting Director (Bristol-Myers Squibb)
- Finance Director Europe (LivePerson)
- Finance Manager Netherlands (BCD Travel)

I have been responsible for overall financial management, business controlling, accounting and financial controlling, finance in various countries in Europe, internal control and internal audit.

As Yardi Implementation Project Manager, I rolled out the following modules at a variety of clients in Europe and gained deep knowledge of the system:

- Voyager Core
- Investment Manager / Consolidation
- Elevate Procure to Pay Manager (PAYscan)
- Elevate Lease Manager
- Elevate Construction Manager (Job Cost)
- Advanced Budgeting and Forecasting (ABF)
- Work Orders and Tenant Portal
- Custom Financials
- VAT setup and reporting
- Service charge setup and reconciliation
- Set up of security, permissions, menus, workflows

Other relevant project related experience:

- Prepare and lead SteerCo meetings
- Requirements and report mapping documentation
- User Acceptance Testing facilitation and documentation
- User training

For these projects, I have developed a very advanced project management Smartsheet set, which makes project management easier and nicer and which fulfills internal audit requirements in full.

Qualifications:

- Experienced finance, accounting and project director / manager
- Focused and result driven
- Building efficient and effective organizations and teams
- Hands-on and pragmatic approach - getting things done mentality
- Advisory and ERP implementation (Yardi) experience
- (Financial) sparring partner of management
- Passionate about strategy, continuous improvements projects and management information
- Automate where possible, focus on value add and operational excellence
- Highly dedicated and people focused leader, team player / coach
- Corporate, private equity and SME company experience, both listed and family owned
- High ethical standards and long term vision
- Interested in supporting family owned and rapidly growing companies

Finance & project experience in:

- Netherlands
- UK
- Germany
- France
- Belgium
- Luxembourg

Experience

Interim Finance and Project Director / Manager

Coops Finance Optimizations

Oct 2015 - Present (7 years 1 month +)

Coops Finance Operations can deliver a broad range of interim finance and project management services.

Available for interim assignments as:

- CFO / Finance Director / Project Director
- Senior Finance Manager
- Senior Project Manager
- Yardi Implementation Project Manager

Broad experience in

- International and listed companies,
- Family owned companies,
- Management of the (EMEA) Finance Organization,
- Grow and continuous improvement of the finance function
- Financial close process improvements
- Work with the business on finance and project related matters
- Delivery of large projects, such as ERP (Yardi) implementations and various finance automation projects (AR, AP, BI, Consolidation, Reporting and Management information).

Interim Finance Optimization Manager (part-time)

Cobraspen Group BV

Jan 2022 - Present (10 months +)

Supporting the Cobraspen organization to optimize the use of Yardi (ERP) and improve finance processes in general

Interim Transition Manager (part-time)

Dream Advisors

Nov 2021 - Oct 2022 (1 year)

Manage the Yardi ERP implementation

Support the legal and business model restructuring

Manager internal audit documentation related to ERP implementation

Responsible in the Yardi ERP implementation for:

- Project Charter
- Project Management
- Project management tool kit (Smartsheet)
- Project Dashboard
- Project Plan
- Project team meetings and documentation
- Action items and follow up
- Requirements documentation
- Report mapping
- RAID documentation
- Data migration
- User group documentation
- User Acceptance Testing (UAT) - scripts, management, follow up
- Process flow chart documentation (Blueworks)
- System setup (menus, user groups, permissions, workflows)
- Internal audit documentation
- Go live documentation and work instructions

Project scope

- Voyager Core
- Elevate Procure to Pay Manager
- Elevate Lease Manager
- Elevate Construction Manager (PAYscan)
- Custom Financials
- VAT setup and reporting
- Service charge setup and reconciliation
- Set up of security, permissions, menus, workflows



Interim Finance Optimization Manager (part-time)

Egeria

May 2022 - Jul 2022 (3 months)

Supporting the Egeria Real Estate organization to optimize the use of Yardi (ERP) and improve finance processes in general

Director CFO Advisory and Real Estate Advisory Services

CohnReznick LLP

Oct 2018 - Oct 2021 (3 years 1 month)

CohnReznick is a leading advisory, assurance, and tax firm helping forward thinking organizations to achieve their vision.

My focus:

- Project and program director for large ERP (Yardi) implementations
- CFO advisory - support clients towards operational excellence
- Responsible for Operations, Finance and Planning & Control for CohnReznick in EMEA
- Implementation of project management tools (Monday, Smartsheet)
- ERP implementation projects at alterDomus, Vastned, Dream Global Germany & Luxembourg, Egeria, Cobraspen, LaSalle, BNP, GLP CEE, Highbrook / Everglow
- Global Blueprint (COSEC) implementation at AlterDomus

Yardi experience with

- Core functionality
- PayScan / P2P Manager
- Lease Manager
- Accounting and reporting
- Investment Manager - Consolidation
- Job Cost including Construction Manager
- Service charges
- Work Orders and Tenant Portal
- Full VAT functionality
- Security and internal audit preparation

Real Estate Advisory Services

CohnReznick LLP

Apr 2018 - Sep 2018 (6 months)

Yardi implementation project manager

Interim Finance & Change Manager @ Morgan Stanley Real Estate Funds

Morgan Stanley

Apr 2017 - Mar 2018 (1 year)

Interim finance and project manager at the (internal) trust of the Morgan Stanley Funds in Amsterdam.

Projects I worked on:

- Implement Qlik Sense (Business Intelligence tool)
- Improve management information
- Improve budget and forecasting process
- Align the activities of the finance team with organizational needs
- Implement a new (credit card) declaration tool and process
- Manage the finance team

Interim Senior Finance & Project Manager

Merin

Aug 2017 - Nov 2017 (4 months)

Support documenting and recording in the ERP system of the structure changes and acquisition of a new office property portfolio.



Co-Owner & CFO

Straetus International

Dec 2015 - May 2017 (1 year 6 months)

Straetus Capital is founded to attract capital / investors to invest in NPL's (Non Performing Loans), to be collected through the franchisees in the Straetus (friendly) Debt Collection Network.

Responsible for setting up a (fiscal) structure, banking relationships and execute on other back office activities.



Interim Senior Finance & Project Manager

Merin

Mar 2016 - Mar 2017 (1 year 1 month)

Interim assignment at a Private Equity owned Real Estate Management Company for

- Yardi (ERP) implementation
- Management of improvement of Financial Statements and close processes
- Support vendor due diligence project (company sold to new shareholder)
- Company processes re-design
- Compliance & internal control enhancement
- Implement Risk Management system
- Solving fiscal challenges - manage tax exposure in NL and US



Council Member

GLG

May 2016 - Oct 2016 (6 months)



Interim Senior Manager @ Morgan Stanley Real Estate Fund (MSREF)

Morgan Stanley

Dec 2015 - Mar 2016 (4 months)

Interim assignment as senior manager at the (internal) trust office of Morgan Stanley.



Finance Director EMEA

LivePerson

Aug 2013 - Sep 2015 (2 years 2 months)

Responsible for setting up and managing the European finance organization at the International HQ in Amsterdam for UK, Netherlands, Germany, Italy, France (& Japan), which includes

- Accounting (US GAAP & local GAAPs)
- Controlling
- AP & AR
- Fast close (implemented Blackline as financial close application)
- Internal (SOX) controls

- Taxes (VAT, CIT)
- Annual accounts
- Local compliance (all countries)
- Fiscal structure (outside US)
- Treasury & cash management
- Matters related to HR, pensions and insurance activities

Director of Dutch Holding companies

Bristol Myers Squibb

Sep 2011 - Jul 2013 (1 year 11 months)

Only Dutch representative in board of directors of 6 Holding Companies in The Netherlands within a US listed company, responsible for tax and accounting.

Main contact person for the US colleagues of tax, treasury teams and corporate lawyers, tax and legal advisors in The Netherlands and the local representatives of the subsidiaries, which are located throughout the world.

Accounting Director Netherlands

Bristol Myers Squibb

Mar 2011 - Jul 2013 (2 years 5 months)

Responsible for the Dutch sales entity for accounting (US GAAP & Dutch GAAP), legal entity budget, accurate revenue recognition, tax, distribution / 3rd party logistics, order-to-cash, P2P, monthly closing, financial statements, VAT, income tax, treasury.

Worked in a complex matrix organization (Global Financial Shared Service Center), with colleagues who worked on matters related to the Dutch accounts in Poland, Manila, Buenos Aires, India, Bratislava, UK and US, which I managed, being responsible for finance in The Netherlands.

Group Finance Director

Kloosterboer

Apr 2007 - Feb 2011 (3 years 11 months)

Worked direct with the group CFO, in a group structure with over 50 companies in NL, Belgium, Germany, France, UK, US, Canada. Responsible for all financial and business controlling activities in the group, including 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.

Member of Group Management Team.

As the group was expanding rapidly, I was involved in the business case processes and calculations for multiple projects in different countries (up to 50 mln).

Various finance projects successful completed:

- Financial due diligence for acquisitions
- Integration of acquired companies
- Business controlling improvements (inc. planning & control cycle)
- Fast monthly close project
- Consolidation improvement project
- Digital work flow application implementations for AP and AR

- Business intelligence implementation (Qlik)
- Completion of transfer price documentation project (management company recharges)
- Internal control and internal audit improvements (leading to lower audit fees)
- Setting up and managing finance in new countries (France, Belgium, Germany, UK)
- Finance processes optimization project
- Enhanced internal communication project (finance and business cooperation)



Voorzitter / Chairman

ALTC Buitenveldert (Tennis club)

Jan 2002 - Jan 2009 (7 years 1 month)

7 years member of the board, of which 4 years chairman of the largest and nicest tennis club of Amsterdam (1.200 members).



Finance Manager Netherlands

BCD Travel

Oct 2005 - Mar 2007 (1 year 6 months)

Reported directly to the general manager and had a dotted managerial line to the finance director and his team at BCD (holding). I was responsible for all finance matters - being a member of management team.

-Successful integration of the finance applications and organizations of the 2 merging companies in The Netherlands



Assistant Audit Manager

PwC

Sep 1997 - Sep 2005 (8 years 1 month)

Acting as audit manager, mainly direct under the audit partner, on clients in a diverse portfolio. This portfolio contained listed clients in US, NL, Germany but also family owned companies, foundations, pension funds and cultural institutions.

Responsible for:

- the initial assessment of the client's control environment, ICT organization and the risks;
- the implications for the audit strategy and audit program;
- the overview on the work to be performed and the progress / lead various audit teams simultaneously;
- assessing the adequacy of the annual accounts and
- the assessment of the implications of audit findings for reporting to the client, including writing the management letters and discuss audit findings with client's management.

Education



Erasmus University Rotterdam

Erasmus Executive Program "The New CFO"

2015 - 2015

The executive program The New CFO covers the main current themes from the boardroom and associated with the position of the CFO, presented and discussed by professors and thought leaders from industry.

Topics: the Supervisory Board and Audit Committee, (ir)rationality in the Boardroom, Mergers & Acquisitions in (international) perspective, Tax & Financial Distress, Dilemmas in Annual Reports, Riskmanagement.

<http://www.newcfo.nl>



Vrije Universiteit Amsterdam (VU Amsterdam)

MSc Accountancy, Postdoctorale RA Opleiding

1997 - 2002



Hanzehogeschool Groningen / Hanze University of Applied Sciences Groningen

Bachelor of Economics (BEc), Accountancy

1994 - 1997



University of Groningen

dnf, Economy

1990 - 1994



Gemeentelijke Scholen Gemeenschap Emmen

VWO Atheneum

1986 - 1990



Stedelijk Lyceum - Zutphen

VWO Atheneum

1984 - 1986

Licenses & Certifications



Power BI: Dashboards for Beginners - LinkedIn



Setting Team and Employee Goals Using SMART Methodology - LinkedIn



Learning Power BI Desktop - LinkedIn

Skills

Project Management • Managerial Finance • Yardi Voyager • Financial Reporting • Real Estate • Change Management • Microsoft Power BI • PMO • Smartsheet • Management