

R. SUE CLIFFORD

Cell: (519) 615-3534

E-mail: Sue@CUROAccounting.ca

S U M M A R Y

An organized and creative Financial Professional with over 20 years experience. Skilled at problem solving with a unique ability to translate data analysis into actionable business plans. Recognized for excellence in leadership and communication while keeping the customer first. Complimented by an educational background in Business Analysis, Finance, and IT.

A C C O M P L I S H M E N T S

- Increased revenue 50% to \$650,000 upon implementation of new billing system
- Reduced internet search Costs 40% over 3 months, saving \$3,500,000 annually
- Reduced admin time 70% to two FTE over 6 months, saving \$750,000 annually by centralizing and automating functions

E X P E R I E N C E

CURO (Peterborough, ON)

Owner

06-2011 to Present

Owner of financial consulting company. www.CUROaccounting.ca

- Helped business owners and leaders understand their financial status and plan for future growth by assisting in financial planning, budgeting and analysis and developing and implementing process improvements
- Spoke to groups of new and potential business owners on the basics of bookkeeping for small business
- Partnered with local employment agencies to provide on the job experience in accounting & bookkeeping

787 NETWORKS

03-2018- 10-2018

Financial/Business Analyst (London, ON)

Brought into the organization to cover an accounting maternity leave, implement process improvements, and standardize/automate reporting

- Resolved over \$200,000 of outstanding accounts receivable within the first two months
- Developed an automated process for KPI reporting, saving at least 4 hours per month and improving accuracy
- Responsible for receivables, payables, payroll and general accounting

LONDON HOSPITAL LINEN SERVICE

11-2016 to 02-2018

Financial Accountant (London, ON)

Responsible for all accounting functions for non-profit healthcare service provider with \$17 Million annual revenue, reporting to Chief Operating Officer

- Successfully implemented ADP Workforce Now payroll solution with 100% accuracy on first payroll
- Improved efficiency and accuracy of regular reporting to Board of Directors and Senior Management
- Implemented stronger policies and procedures for electronic payments and cash handling
- Supervised one accounting associate

MCCG

11-2012 to 05-2016

Business Analyst, Client Relations (London, ON)

Responsible for relationship with Insurance Company software clients and analysis of software improvement requests

- Improved client adoption of existing software features
- Developed Business Requirements Documents for numerous software improvements and new features
- Lead User Group client sessions leading to reduction in help-desk calls and improved customer satisfaction
- Managed and improved relationship with clients across Ontario

BELDEN INC. (Cobourg, ON)

07-2008 to 06-2011

Plant Controller

Responsible for Manufacturing Plant's financial transactions including \$142M annual revenue, \$23.5M operating budget and \$9M Inventory with 13 turns per year

- Created forecasting tools that were adopted division-wide for use in all Manufacturing Plants
- Developed management reporting and tools to help operations leadership meet business objectives
- Improved efficiency in many departments with creation of time-saving tools that improved data accuracy
- Supervised staff of three including IT Support, Costing, Payroll and Financial Analysis
- Prepared accurate and timely financial statements including balance sheet & income statement in compliance with GAAP
- Provided financial analysis, forecasting and budgeting to Division Office and local leadership

Senior Financial Analyst

Responsible for accurate financial reporting of Canadian Operations including Manufacturing, Research & Development and Sales.

- Created forecasting model for Department Manager input. Model allowed for easy consolidation and analysis.
- Enhanced Canadian Forecasting model to facilitate analysis of actual vs. variances to forecast, budget and previous periods.

PETERBOROUGH NETWORKED FAMILY HEALTH TEAMS

02-2007 to 05-2008

Finance Manager

Responsible for \$8.2 million annual budget for transfer-payment-type model between Ministry of Health and multiple Family Physician Medical Practices.

- Designed and implemented web-based tool to measure and control performance of Allied Health Professionals
- Lead project to bring 12 individual physician practices to collaborate as Family Health Team including coordinating the design and development of clinical space in downtown Peterborough. This project generated a personal letter of congratulations from the Deputy Premier of Ontario and Minister of Health.
- Secured MOH funding for several renovation and new construction projects including \$755K for The Peterborough Clinic's new building on Hospital Drive in Peterborough.
- Managed full accounting cycle including development of Chart of Accounts, Data Entry, Statutory Reporting, Government Audits and cash flow management.

AMERICREDIT FINANCIAL SERVICES

01-2002 to 06-2006

Operations Analyst (Peterborough)

Responsible for supporting Senior Leadership team with operational reporting and analysis.

- Created suite of senior and middle-management reports for monitoring performance results relative to objectives. Many of these reports are now used across the corporation.
- Developed databases which calculated, created and stored individual employee 'Scorecards' to streamline the annual performance appraisal process and allow for easy retrieval of historical performance.
- Reduced preparation time of paperwork for service providers by 70% with a custom-designed automated process which quickly became the corporate standard. This was achieved by using ODBC connections to Oracle and AS/400 with MSAccess queries/reports for the user interface and final output.
- Collaborated with Financial Planning & Analysis and Risk Management departments to evaluate costs for Repossession & Skip Tracing accounts. Developed and implemented guidelines and regular reporting to reduce Peterborough costs by 40% within a 3 month period.
- Leadership Excellence Award. I was the only person with no direct reports to receive this award. Nominations were made by front-line staff with senior management making final selection and presentation once per quarter.

DRN COMMERCE**09-1999 to 01-2002****Manager of Administration & Client Support** (London, Ontario)

Reported to President and CEO of start-up Technology business. Responsible for customer service, accounting and office administration.

- Increased revenue by 50% by developing and implementing new billing method.
- Supported PC users in banks, law firms, collection agencies and property management firms across Canada.
- Developed efficient processes for accounts payable, accounts receivable and payroll operations. These processes allowed the business to grow without increasing staff or purchasing new equipment or software.
- Prepared forecasts for potential investors resulting in an increased Bank operating line and a new business partner.

RADISSON HOTEL**04-1998 to 09-1999****General Accountant** (London, Ontario)

Reported to Hotel General Manager and Corporate Chief Financial Officer. Responsible for all accounting processes of London Hotel plus supervision and training of Hotel Accountants in surrounding cities.

- Developed annual and quarterly budgets with Hotel Management teams
- Presented forecasts to Corporate Management as scheduled and on demand
- Prepared monthly actual vs. budget financial statements with detailed explanations for variances

SEBASTIAN'S SPLENDID FOODS LTD**08-1992 to 04-1998****Office Manager** (London, Ontario)

Reported to Owner of Food Production company with 4 retail outlets. Filled various roles with progressive levels of responsibility including customer service, accounting and management

- Supported network of 10 PCs 5 printers and 100+ inexperienced PC users
- Implemented cost-accounting for all in-house manufactured food-stuffs including baked goods, entrées, appetizers, etc.
- Developed processes to streamline data entry from operations increasing timeliness and accuracy of operational reporting

COURTNEY'S WHOLESALE CONFECTIONERY**01-1991 to 08-1992****Accounting Clerk** (London, Ontario)

Reported to Controller of family-run Wholesaler

- Responsible for front desk & telephone customer service
- Audited staff bank deposits and sales records
- Assisted Controller with accounting and administrative duties as required

EDUCATION

McMaster University

Associate Certificate (2014)
Business Analysis

Fanshawe College

London, Ontario (2001)
Information Technology Diploma

University of Western Ontario

London, Ontario (1988-1990)
Business Administrative & Commercial Studies

CGA Ontario

2002 – 2006

Other Training & Certificates

Payroll Certificates
Leadership Development
Management Training
360 Degree Feedback
DISC Personality Profile
SAS I, SAS II and SAS Macros

SOFTWARE

- AccPac
- Adobe Suite
- AS/400 Server
- Atlassian – JIRA & Confluence
- Balsamic (mark-up tool)
- Cognos BI Analytics tool
- Hyperion Financial Management
- IBS (Insurance Business Solution)
- MS Office Suite: Access, Excel, Word, PowerPoint, Outlook
- Oracle
- Power BI
- Quala
- Quickbooks & QBO
- Sage (Simply) Accounting
- Salesforce
- SAS Analytics tool
- SQL Developer
- Telpay
- Visual C+
- WordPress
- Zuora

VOLUNTEER & COMMUNITY WORK

Thames Valley Trail Association Board Member – January 2018 – Present

Caring Cupboard, St. Thomas Volunteer – January 2019 - Present

Middlesex London Housing Corporation Treasurer – October 2014 – May 2016

London Food Bank Volunteer July 2012 – Present

Awesome London Dean – Jan 2013 – May 2016

Habitat for Humanity Board of Directors - 2012

Youth Emergency Shelter of Peterborough

Treasurer, Board of Directors - 2005-2007

Interim Executive Director - 2007

Office Staff Training & Support – 2005-2008

Kawartha Sexual Assault Centre 24-hour Support Worker and Team Leader 2003 – 2012