

ROSALIND OKAFOR

Director of business operations with 14 years across consumer goods, services, and one early-stage marketplace. Built and rebuilt FP&A, RevOps, and BI functions through three CEO transitions. Comfortable owning both the operating model and the room where it gets argued about.

CONTACT INFORMATION

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EDUCATION

- M.B.A.
Emory University Goizueta Business School
August 2014
- B.S. Finance
Florida State University
April 2011

KEY SKILLS

- Operating model design
- FP&A leadership
- RevOps
- Anaplan
- Salesforce
- NetSuite
- Pricing strategy
- M&A integration
- Board reporting
- Team building (9+ direct reports)
- Commission plan design
- Cross-functional leadership

PROFESSIONAL EXPERIENCE

Director, Business Operations | Holloway Carter Brands, Tampa, FL September 2020 – Present

- Own the operating model for a \$186M consumer brand portfolio across grocery, club, and DTC channels.
- Led the integration of two acquired brands in 2022, including the rebuild of the joint forecast and 27 SKU rationalizations.
- Manage a team of 9 across FP&A, BI, and Sales Ops; reduced month-end close from 11 business days to 6.
- Chair the weekly executive operating review and the quarterly pricing committee.
- Led the RFP and rollout of Anaplan, replacing 14 disconnected Excel models.

Head of Revenue Operations | Tidefall Marketplace, Atlanta, GA January 2017 – August 2020

- Built the RevOps function from one analyst to a team of six supporting 70 sales and CS reps.
- Restructured commission plans twice; the 2019 plan lifted attainment from 58% of reps at quota to 71%.
- Partnered with the CFO on Series C diligence, owning the GTM section of the data room.
- Designed the territory model that absorbed three new metros without adding regional VPs.

Senior Manager, FP&A | Bellwether Foods, Atlanta, GA August 2014 – July 2017

- Owned the annual plan and 5-year model for a \$90M frozen foods division.
- Stood up the first weekly cash flash report after a covenant scare in Q4 2015.
- Managed two analysts and the relationship with the Big Four audit team for division-level reviews.
- Modeled the closure of a co-pack facility, including severance scenarios and contract penalties.

FP&A Analyst | Bellwether Foods, Atlanta, GA January 2011 – August 2014

- Supported the foodservice segment with weekly volume and margin reporting.
- Built the brand-level P&L template still used by the marketing finance team.
- Promoted twice in three years.
- Rotated through a 6-month assignment in internal audit.

