

Carina Martins

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Experienced professional with a demonstrated history of performing in different companies and industries and a strong background in financial planning and business analysis. Skilled in marketing and business analytics, strategic and business planning, financial reporting and accounting.

Ability to perform well in high pressure environment, balancing competing priorities with strong commitment to delivering results. An enthusiastic advocate for collaboration in organizations with the ability to build successful working relationships and partnerships as well as team management.

Member of Portuguese Economist Association since 2001.

Skills

- Commitment/Initiative
- Adaptability/Empathic
- Interpersonal skills/Teamwork
- Decision Making
- Reliability/Accountability
- Pricing Strategy
- Business Analysis
- Planning /Budgeting
- ERP Systems: SAP and NetSuite
- Foreign Languages (EN, ES and FR)

Experience

2021 – NOW

FP&A Lead / SHERPANY (SaaS Company)

Directly reporting to the CFO, I am responsible for the financial planning, budgeting, and forecasting processes.

Ownership of the monthly financial reporting and analysis, liaise regularly with all Departments to ensure smooth running of the business and keep a keen oversight over the finance operations.

Create, update, measure, monitor and analyze operational and/or financial data, controlling the KPI's and financial and operational performance of the Departments and work closely with each Department to review, analyze and improve costs for cost efficiency, supporting the decision process of investments.

Support executive management by providing timely ad hoc reporting on critical issues

Contribute to the definition of financial models and carry out business analyzes to encourage strategic and investment initiatives to achieve the strategical goals.

Report and recommend practical, effective, and continuous improvements and ensure best practice is spread across the organization

2017 – 2021

Marketing Analytics Unit Manager / CTT Correios de Portugal

Report and understand drivers of business performance for advertising mail and business solutions, and work functionally across the Marketing, Commercial, Product, Accountancy, IT and BI teams to scope, deliver and operationalize strategic pricing capabilities.

Plan, forecast and report P&L products/services, as well as CTT subsidiaries' P&L, and prepare commentary on the analysis, insights, and results in an accessible way to stakeholders, to meet business goals and objectives. Support the Product and Client teams on ad-hoc analysis to answer specific business questions.

Analyze Postal Services, its trends, and developments, including the review of corporate information and maintain the internal pricing database regarding admail and business solutions services.

Co-ordinate and monitor due diligence processes and other deliverables in M&A activities, as required.

2015 – 2017

Pricing Analyst / CTT Correios de Portugal

Responsible for the internal pricing database regarding printing and finishing solutions, elaborating pricing models and pricing strategies based on market segmentation and traditional "cost-plus" approaches. Create and evolve a pricing monitoring framework and the necessary KPIs that provide Product Management with the necessary information to evolve the product.

Plan, forecast and report CTT subsidiaries' P&L, and prepare commentary on the analysis, insights, and results in an accessible way to stakeholders, to meet business goals and objectives.

Produce accurate, timely and relevant financial information and Key Performance Indicators reports to specific deadlines, regarding CTT subsidiaries.

Co-ordinate and monitor due diligence processes and other deliverables in M&A activities, as required.

2013 – 2014

Head of Finance and Business Planning / CTT – Business Solutions

Same responsibility as Financial Analyst but in a context of integrating some of CTT's subsidiaries in CTT. Responsible for managing accounting, financial procedures, and reports (Mailtec Group), regarding digital postal solutions, printing and finishing, BPO for document logistics.

2004 – 2013

Financial Analyst / Mailtec Comunicação, S.A.

Responsible for managing accounting, financial procedures, and reports of four CTT's subsidiaries (Mailtec Group), regarding digital postal solutions, printing and finishing and outsourcing.

Produce accurate, timely and relevant financial information and Key Performance Indicators reports to specific deadlines. Ensure timely sales invoicing, cost effective procurement, credit control, preparation of management and statutory accounts. Support the implementation of new business specific accounting standards and assist in special projects like M&A transactions.

2001 – 2004

Head of Finance and Business Planning / Telepost, S.A.

Started as a Financial Analyst and four months later becoming Head of Finance in this CTT subsidiary, later integrated and then merged in Mailtec Group, regarding hybrid mail and printing and finishing solutions. Pivot in this M&A process, monitoring the due diligence implied in this process.

1998 – 2001

Administrative Technician / Internatio Muller, nv

Provided Technical, administrative, and fiscal support regarding this company which line of business consisted in chemical preparations that where then distributed across Portugal to Building, Pharmaceuticals and Food industries.

Education

JUNE 2019

Data Science and Business Analytics / Instituto Superior de Economia e Gestão, Lisbon

Post-graduate degree in Data Science

2014

Management / Nova School of Business and Economics, Lisbon

Post-graduate degree in Management

2013

Financial Analysis/ Instituto Superior de Economia e Gestão, Lisbon

Post-graduate degree in Financial Analysis

2000

Economics / Universidade Independente, Lisbon

Economist degree

Training

- “Creative Writing” – Escrever Escrever, Lisbon (2016)
- “International Financial Reporting Standards (IFRS)” – PWC Academy, Lisbon (2014)
- “Conflict Management and Assertiveness” – Teamwork Consulting, Lisbon (2010)
- “Accounting Normalization System” – PWC Academy, Lisbon (2009)