



INTERIM SENIOR FINANCIAL ANALYST

Context

Our client, a large high-growth OTT media company had several business units spanning across the country including Advertising Sales, Audience Development, and Inventory. These business units required strong financial support with respect to reporting, analytics, and partnership. In order to keep pace with growth, the business was attempting to rapidly scale their finance team.

The Problem

The company struggled with identifying the right full-time resources quickly enough to meet the growing demands of their business. As a result, data took longer to assemble during reporting periods and elongated the close. Deliverables fell behind and the current finance team was stretched beyond their means.

The Execution

CFO's Domain allocated an industry specialized finance resource with digital streaming and advertising experience to address the following key deliverables:

1. Drive the revenue and operating forecast model for domestic and international advertising.
2. Streamline the forecasting templates being utilized for video inventory reporting.
3. Compile and execute analysis against quarterly commission reports.
4. Support buy-side analysis and modeling for an acquisition.
5. Build automation into expense reporting for international advertising.
6. Document desk level procedures to support changes made to each model.

The Result

As a result of our consultant's ability to quickly provide value to our client's business units, they continually extended the duration of his engagement to allow for multiple full-time hires. The client was able to fulfill their hiring goals while providing the business the support they needed in parallel.