

Resume

PHILIPPE DUFRAISSE

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Chief Financial Officer
VINITRADE.COM –
(Part'Com
« CDC Group»)
Since January 2001

International Wine Market Place, ViniTrade buys and sells European wines (France, Spain, Italy, etc.) in addition to other international wines (Argentina, Chile, etc.). Site launched in November 2000 manages 2000 offers, 455 sellers (wine maker) and 410 buyers (distributors, importers, Restaurants and hotels).

Finance function includes cost control, accounting, cash management, human resources, legal and taxes, and logistics.

Main missions are represented by:

- Building of financial and organizational structure of the company for future development,
- Being the interface with shareholders and investors
- Building financial memorandum and research of new investors
- Developing a reliable logistic service with regards to products and samples,
- Insuring respect of legal and custom rules for international exchanges,
- Cash control for financial needs and development.

Chief Financial Officer
UNICHIPS France –
Unichips Group (Flodor /
San Carlo)
Food-processing
Industry
Annual € 138 millions –
700 employees
(headcount of the
department 36 persons)
04/2000 – 12/2000

11 subsidiaries including 5 manufactories, 1 distribution company and 5 commercial entities. Finance function includes cost control, accounting, cash management, payroll, legal and taxes, MIS and purchase. Member of board of directors main missions are:

- Industrial and commercial profitability improvement,
- Purchase department efficiencies development,
- Financial analysis of European acquisition projects,
- Implementation of new performing reports (monthly report, business plan, forecast, and strat plan),
- Financial and industrial ERP implementation (JD Edwards)
- Responsible of financial and commercial group policies.

Chief Financial Officer
PIZZA HUT – KFC
France – PepsiCo Group
(Tricon)
Restaurant Company
Annual € 130 millions -
4400 employees
(headcount of the
department 34 persons)
01/1996 – 11/1999

9 subsidiaries, representing 97 delivery units and 33 restaurants in France. Member of board of directors, I have to support the Managing Director in business strategic development.

- Equity and franchise brand development
- Euro and Y.2000 strategic plan build-up and implementation.

In charge of the finance and administration function, including control, planning, payroll, MIS, tax and legal.

- Refine control department, improving reliability of reports
- 3 years strategic plan and AOP leader in London and Dallas (US GAAP)
- Financial and filed information systems responsible
- Ensure capital expenditure are in line with group policy
- Analyse and put in place new development policy in franchise business, including creation of new franchise units and re-franchising of some existing units
- Selection of new franchisees partnership
- Review structure and organisation as more cost effective
- G&A reduction by 27% (2,8 M€)
- Launch of a new payroll software (4400 employees per month - 85% part-time)

**Europe Finance
Director**
OSHKOSH B'GOSH
EUROPE
Children Wear Company
Annual Sales € 15
millions - 45 employees
11/1993 – 12/1995

2 subsidiaries (U.K, Germany), 5 agents, 4 distributors in Europe. Production and distribution of children apparels, wholesale activity and retail development in Europe - Subsidiary of OshKosh B'Gosh Inc. (USA).

Member of board of directors, my job is to put in place American Company structures in Europe developing its introduction and growth on this territory, with a very reactive business.

- Creation and management European subsidiaries
- Negotiations and follow up of partnership contracts (agents and distributors)
- Tax and legal matters in Europe
- Development and co-ordination of European MIS
- Responsible for monthly European consolidations and Business Plan
- Research and creation of new developments (retail activity, new products)
- Sales administration management, logistics operations with several warehouse in Europe (transportation, stock control)

New production partners research (excluding group) to develop new lines of product.

Finance Director

BMG - RCA FRANCE
(Bertelsmann Group)
Record Company
Annual sales € 183
millions- 250 employees.
(headcount of the
department 32 persons)
02/1989 – 10/1993

7 subsidiaries, production and distribution record company - subsidiary of Bertelsmann Group.

In charge of the finance and administration function, I manage 32 people who perform the following in general accounting, cash management, internal control, credit control, royalties and copyrights. After an initial analysis, I reorganise the department and refine the administrative procedures of the company and its subsidiaries.

- Tax and legal matters for a group of 11 companies.
- Management reporting and monthly consolidation to BMG headquarters in New York (US GAAP) and to the Bertelsmann head office in Germany (German GAAP)
- Cash management of the Bertelsmann group of companies in France (260 M€) and monthly cash consolidated report.
- Financial analysis and external audit on acquisition targets (10 companies in 3 years), or development of the company
- MIS developments for the finance department regarding the main frame (IBM AS400) and personal computers.

Financial Controller & MIS Manager

VIRGIN FRANCE -
(VIRGIN RECORDS
Group)
Record Company
Annual Sales € 70
millions - 75 employees
08/1983- 01/1989

7 subsidiaries record company & Music stores - subsidiary of British group VIRGIN

In charge of finance and MIS, I make an internal audit and I create reports and business plan for the group in France, installing management and production software. After this reorganisation I prepare necessary files and analysis for Megastores project in France.

- Monthly management reporting (UK GAAP), consolidation, tax, accounting and legal services supplied to subsidiaries.
- Analysis relating to the Virgin Megastores, creation and development.
- Business plan, financial analysis and audit of contracts and projects.
- Development of MIS software for the finance and sales departments.
- Internal procedures and budget control.
- General accounting, royalties & copyrights for the holding company and its subsidiaries.
- Cash management
- Monthly and quarterly reporting to the head office in Great Britain.
- Installation and development of a MIS (IBM 36) and personal computers.
- Tax and statutory accounts, payroll administration.

Controller & M.I.S

MAISON DU
TOURISME – La Plagne
Tourism company - ski
Annual Sales € 23
millions - 60 employees
12/1979 – 07/1983

Tourism company, 8 subsidiaries (restaurants, real estate).

Responsible for the accounting department of the company and its subsidiaries, in charge of payroll, I have to put in place a decentralised management of subsidiaries from Paris, and create efficient financial controls.

- Internal audit and development control.
- Business plan, preparation and follow up.
- Merger: preparation of files and realisation of the merger (4 companies).
- Creation and implementation of MIS (IBM 34), including ski site management (financials, ski lift, etc.) payroll
- Tax and statutory accounts, payroll administration.

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Education	D.E.C.S 1980 Chartered accountant E.D.C – 1978 - Graduate Business School - Finance option Bac B Paris 1975 Economy
Languages	French, Bilingual English, Fluent Spanish, Proficient German, Goethe Institute 3 levels
Additional Training (Classes/Seminars Taken	ISSEC - Companies Financing ISSEC - Taxes ISSEC - Advanced Technical Accounting ISSEC – Cost Control Team Building and Leadership Development Managing Cultural Diversity Managing Change Motivational Skills Giving Effective Presentations
Professionals Softwares	<ul style="list-style-type: none">• JD Edwards• ANAEL• Ciel• Hyperion• One-up• Access• CERG consolidation• CERG Trésorerie• PowerPoint
General Software	<ul style="list-style-type: none">• Microsoft Word• MS Outlook• MS Outlook Express• MS Internet Explorer• Netscape• Adobe Acrobat Writer• Photoshop• Illustrator
Leisure Activities	<ul style="list-style-type: none">• Horse riding• Micro computers• Squash• Reading <p>Member of management board of « Centre Hippique du Touring Club de France » Horse riding association – 1200 members, 60 horses, 15 ponies</p> <ul style="list-style-type: none">• Creation of www.chtcf.com web site and webmaster <p>Responsible for Communication and News Letter.</p>
Personal Informations	Born October 16th, 1955 in Paris, Nationality: French, Married - 1 child

References

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