

ANTHONY LAWRENCE SIMMS

CAREER COUNSELING AND COACHING PROFESSIONAL

A professional with extensive experience building high performing teams in accounting, financial planning and analysis, and procurement. Demonstrated success developing and leading individuals and teams. Represent Voice of the Hiring Manager in career coaching and counseling. Making an intentional career pivot.

Selected Accomplishments:

- Hired and managed teams of up to 26 members, applying situational leadership methodologies to mentor and coach team members.
- Established new teams, driving interviewing and hiring decisions.
- Demonstrated success coaching direct reports to the next level of advancement.
- Built skills of junior team members to enable them to articulate the value proposition of the solutions that were being offered.
- Excel at stakeholder management and executive presentations.
- Broad functional expertise.
- Excellent negotiation and partnership skills.
- Participated in formal mentoring programs.
- Led on campus MBA recruiting for Finance.

PROFESSIONAL EXPERIENCE

HASBRO, INC., Pawtucket, RI

2009 – 2022

Vice President, Finance Global Analytics

(2019 – 2022)

Built and led team of top performing talent to develop enterprise solutions through mentoring and coaching leveraging financial analysis across the enterprise. Expanded the use of predictive analytics as a reliable forecasting tool for the company, building the skillset of a direct report to complete analysis. Oversaw the tracking of integration savings resulting from the 2019 acquisition of Entertainment One which is expected to deliver \$130 million in annual savings.

Vice President, Indirect Procurement and Special Projects (2014 – 2018)

Launched new Indirect Procurement capabilities for the company utilizing a third party managed service provider for the execution of sourcing events. Completed over 125 sourcing events over four years, reviewing over \$750 million in spend, and delivering \$83 million in cumulative cost savings. Provided project management for several projects to evaluate the development of a global business structure for the company.

Vice President, Finance US/Canada Region

(2009 – 2014)

Head of Finance for the US/Canada Region with revenues of \$2 Billion. Managed the budgeting and forecasting process which included conducting business unit reviews with the Senior Management team. Provided financial review and evaluation of pricing, advertising, trade terms and discounts and other discretionary areas of spending. Oversaw the management of the inventory commitment process and led product line profitability reviews for the region.

MATTEL, INC., Middleton, WI and El Segundo, CA

1994 – 2009

Vice President, Finance American Girl

(2001 – 2009)

Senior finance leader and member of the leadership team for American Girl, the multi-channel marketer of dolls, books and accessories with sales of \$431 million. Managed finance, strategic planning, business intelligence, legal and risk management. Position reported to President, American Girl. Total staff of 26.

Vice President, Corporate Finance

(2000 – 2001)

Established a new team to focus on improving corporate earnings and cash flow in an effort to enhance shareholder value. Position reported to the Chief Financial Officer. Organized the process to license the interactive rights for Mattel brands to major software companies. Assisted in the evaluation of options for the disposal of discontinued segments.

Vice President, Finance Boys/Entertainment

(1999 – 2000)

Senior financial leader for the Boys/Entertainment business unit with worldwide sales exceeding \$1.2 billion. Reported to the President, Boys/Entertainment Business Unit. Developed the organizational infrastructure for this newly created business unit. Areas of responsibility included finance, inventory management, consumer research and product planning.

Director, Financial Planning

(1997 – 1999)

Led the Corporate Financial Planning Team comprised of newly hired MBA's, reporting to the Corporate Controller. Coordinated the worldwide financial forecasting process, collaborating with business unit financial teams. Developed the total company financial forecast and prepared presentation materials for Board of Directors meetings. Assisted with the integration of acquired companies into the Mattel portfolio

Manager, USA Finance

(1994 – 1997)

Recruited as part of a formal MBA program and joined the USA Division as a senior financial analyst in June 1994. Promoted to manager in August 1995. Responsibilities included developing financial forecasts for Mattel Toys USA, a \$1.4 billion division of Mattel.

KPMG PEAT MARWICK, Atlanta, GA

1989 – 1992

Senior Accountant, Audit Department

EDUCATION

FUQUA SCHOOL OF BUSINESS, DUKE UNIVERSITY, Durham, NC

1992 – 1994

Master of Business Administration, Concentration in Finance

EMORY UNIVERSITY, Atlanta, GA

1985 – 1989

Bachelor of Business Administration with highest distinction, Accounting Major