



Rob Lancuba

Profile

A CFO/COO and strategist who brings an unmatched track record of success from the commercial sector, an enormous love of people and an all-consuming desire to positively impact the world. I achieve remarkable results for my clients, taking their business from local to national to international.

Experience

CFO On Call

Outsourced CFO (2020 - present)

- » Partnering with owners, CEOs and leadership teams who understand the need for expert guidance to leap forward and reach the next level

L2 Strategic Management

Virtual CFO/COO, Strategy (2013 - 2019)

- » Led, streamlined, scaled and turned-around loss-making Water business in NZ
- » Restructured, grew profit by 10% and led a cleaning services group to an ASX listing
- » Developed and executed strategies that saved \$25million pa for a food manufacturer
- » Helped re-establish, fund and grow an international restaurant chain
- » Re-engineered the supply chain across Asia Pacific for a global food manufacturer

Nestle

CFO - Oceania (2005 - 2012)

- » Spearheaded a company-wide transformation project including plant process improvements and elimination of inefficiencies that led to a 28% (\$40million) reduction in costs
- » Led a cross functional team that successfully relocated production of Maggi 2 minute Noodles from Melbourne to Malaysia and increased quality, sales by 12% and profit by 30% (\$10million)

Millward Brown & WPP Group

CFO - APAC (1995 - 2003)

- » Helped a \$28M company expand to a \$300M APAC powerhouse spanning Asia Pacific
- » Spearheaded acquisitions and restructured operations for maximum cost savings and efficiency
- » Developed and led a finance team that serviced 10 countries in the Asia Pacific region

Contact



Email
roblancuba@aim.com



Phone
+61 457 555 787



LinkedIn
<http://au.linkedin.com/in/roblancuba>

Education

Executive leadership

London Business School

CPA

CPA Australia

Bachelor of Business

UTS, Sydney

Key Focus

- ♦ Cash Flow Management
- ♦ Sales & Profit Improvement
- ♦ Systems, Controls & Process Improvement
- ♦ Growth, Funding & Planning
- ♦ Business Value Improvement
- ♦ Exit Planning

Skills & Attributes

Leadership

Strategy formulation and execution
Operational partnering
Commercial Partnering
Transformation & Change management
Financial Control
Statutory & Management Reporting
Business Planning & Analysis
Performance Measurement
Treasury and Financing
Risk and Compliance management
M&A, & Investor Relations
Talent acquirer, developer & retainer
Solutions focused
Value creator
Communicator, Advisor, Influencer