



## CONSULTANT BIO

### MELISSA FARRELL

**Experience:** 10+ Years

**Expertise:**

- Financial Planning & Analysis
- Financial Modeling
- Project Management
- Data Analytics

#### Key Achievements

- Created comprehensive financial infrastructure at a high-growth retail startup including annual plan, forecast process, workforce planning and long-range plan models
- Led enterprise-wide cost savings initiative, managing \$1B+ in global media spend and securing \$200M in savings through strategic negotiations
- Designed multi-year forecasting models and implemented financial planning systems (Adaptive, Workday, TM1, Hyperion), improving financial accuracy and decision-making for C-suite executives and Board members

#### Technology Proficiency

- Adaptive/Workday
- Hyperion Essbase/Oracle
- Planful/Spotlight
- SAP
- TM1/Cognos

#### Education

- Indiana University - Bloomington Master of Business Administration, Strategy & Marketing (In Process)
- DePaul University Bachelor of Science, Finance

#### Previous Employers

- The Walt Disney Company
- Legrand AV Technologies
- Walt Disney Studios
- Korn Ferry
- United Airlines



#### LinkedIn Profile:

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