**[Business Development Financial Planning](https://www.postjobfree.com/resume/adzigz/business-development-greenville-sc)**

**Location:**Greenville, SC

**Posted:**September 06, 2023

**Contact Info:**

[brian.ceneviva@gmail.com](mailto:brian.ceneviva%40gmail.com?subject=Business%20Development%20Financial%20Planning)

[919-698-5814](tel:+1-919-698-5814)

[pdf](https://www.postjobfree.com/resume-download/adzigz?output=pdf) [docx](https://www.postjobfree.com/resume-download/adzigz?output=docx) [txt](https://www.postjobfree.com/resume-download/adzigz?output=txt" \o "Download Text File)[**Email to me**](https://www.postjobfree.com/contact-candidate/adzigz/business-development-greenville-sc?etr=)

Top of Form

Your Email: cs@advanceqt.com [change email](https://www.postjobfree.com/change-email)

**Subject:**Response to your resume Business Development Financial Planning

Message 

Job Description (optional) 



Bottom of Form

**Resume:**

BRIAN F. CENEVIVA

Greer, South Carolina 29650 (919) 698-5814

brian.ceneviva@gmail.com www.linkedin.com/in/brian-ceneviva SUMMARY

A committed and highly insightful senior finance and operations executive with multi-industry experience, specializing in financial planning, client and stakeholder relations, continuous improvement, operations management, modeling, and road mapping. Excels at influencing executive decision making and fostering cross-functional collaboration. Provides financial and strategic leadership to business units with both qualitative and quantitative decision support. Develops long-range strategic plans supported by KPI-driven financial models while leveraging internal and external partnerships to deliver profitable, sustainable growth and value creation.

● FP&A Oversight

● Business Development

● Demand Planning

● Staff Development

● Contract Negotiations

● Business Partner

EXPERIENCE

GRUNT STYLE, LLC, San Antonio, Texas

Senior Vice President, Finance and Accounting, 2022-Current Leader of the financial planning and accounting functions for a $120 million apparel brand.

● Work as a strategic partner with the CEO and the Leadership team to address opportunities for growth while maintaining discipline in cost management, financial management, near and long-term forecasting and strategic planning, and reporting.

● Support the CEO and leadership team in driving and participating in all key financial and operational decisions including preparing or directing preparation of financial analysis and scenario planning.

● Lead the annual budgeting process, including working with all key functions across the Company, to developing reforecasts throughout the year and communicate variances to plans to identify risks and opportunities.

● Actively manage and invest excess cash/resources.

● Ensure complete and accurate financial reporting and maintain compliance with respect to taxes, insurance, and other regulatory requirements..

SOUTHERN TIDE, LLC, Greenville, South Carolina

Vice President, Finance and Operations, 2017-2022

Financial planning and operational responsibility for a $60 million apparel brand owned by Oxford Industries.

● Created long-term growth via the annual strategic planning process by both developing appropriate long-range financial goals and partnering with the rest of the senior leadership team to develop required operational strategies.

● Drove new business development, including evaluation and implementation of retail store opportunities, signature store buyouts, brand collaborations, and license agreements.

● Directed the demand planning function, partnering with the merchandising function to develop long-range seasonal assortment plans and providing high-level direction for product design and development.

● Coordinated all aspects of the company's $4 million off-price channel business, including liquidation of prior-season inventory as well as development of targeted new product assortments.

● Initiated the company’s path toward owning retail stores in partnership with the CEO, including financial ROI opportunity assessment, store visual design, retail POS system implementation, and organizational development.

● Appointed by Oxford Industries leadership to the corporate parent company's distribution steering committee responsible for developing and implementing the company's long-range distribution strategy.

● Negotiated agreements with service providers (e.g., B2B platform), signature stores (i.e., partner-owned retail stores), product line extensions (e.g., home), and co-branded products (e.g., Rheos eyewear and Reyn Spooner apparel).

● Partnered with external parties to execute sponsorship agreements for sporting events (e.g., RBC Heritage PGA tournament and Credit One Charleston Open) and brand partnerships (e.g., Beneath the Waves).

● Created vision for enterprise business analytics platform/tools and directed the team regarding implementation.

● Partnered with the corporate infrastructure IT team to inform and evolve the company's IT roadmap.

● Advanced the company’s HR function through continual improvement of organizational development, talent acquisition, and performance management processes.

Brian F. Ceneviva, Page 2

ADDITIONAL EXPERIENCE

NIKE, INC., Beaverton, Oregon

Finance Director, Global Business Planning (FP&A), 2013-2017

Coordinated the company’s $7.5 billion operating overhead spend, including setting business unit (Global Functions & Geographies) annual plans and in-year performance management targets.

Developed enterprise-wide frameworks and processes for all key planning stage gates (from strategic plan to in-year performance management) and coordinated execution across all global functions.

Partnered with multiple other departments to coordinate the company’s investment in the Rio 2016 Summer Olympics. Finance Director, Brand and Sports Marketing, 2012-2013

Directed financial planning deliverables for the $3 billion Global Brand and Sports Marketing budget, from long-range planning to in-year performance management, and advanced business partnership with CMO and marketing leadership. Finance Manager, Enterprise Long-Range Planning, 2011-2012

Coordinated annual corporate financial planning process in partnership with worldwide FP&A teams to deliver financial returns in line with the company's long-term financial model, advancing long-term shareholder value.

Developed a process to evaluate investment opportunities across all global functions and geographic business units to prioritize funding in conjunction with the company's annual budget process. Senior Financial Analyst, Enterprise Performance Management, 2010-2011

Delivered timely financial analysis and insights to ensure progress against company objectives and inform decisions. Strategic Planning Intern, Global Apparel Operations (Summer), 2006

Designed multi-track supply chain model to enable evolution of go-to-market strategy for the North America sport graphic T- shirt business, resulting in increased speed to market. VF CORPORATION, Greensboro, North Carolina

Merchandise Associate, VF Jeanswear, 2008-2010

Coordinated merchandising activities for multiple men’s apparel brands with $90 million in annual sales, including Rustler, Riders by Lee, and other private-label brands.

Initiated margin planning processes and tools for men’s denim division to provide consolidated, forward-looking projections of seasonal revenues and profitability.

Senior Brand Management Analyst, Internal Audit, 2007-2008

● Partnered with management at VF Imagewear to implement a pricing strategy to optimize profitability for a new product line in the hospitality sector, which increased sales by $40 million.

● Developed internal processes to evaluate marketing return on investment for the Wrangler and Lee denim brands. TIMESTAR TECHNOLOGIES, LLC, Atlanta, Georgia

Senior Analyst, 2002-2005

Analyst, 2001-2002

● Partnered with clients to optimize distribution cost across both their network and that of their largest mass-channel customers by evaluating SKU-level fulfillment scenarios and selecting lowest cost option.

● Identified annual distribution cost savings of over $6 million for a large apparel company. SARA LEE BRANDED APPAREL, Winston-Salem, North Carolina Business Analyst Intern, Walmart Account Team (Summer), 2000

● Analyzed sales and inventory data along with competitive market research in support of the sales team responsible for the company's Walmart account, representing nearly $1 billion in revenue. EDUCATION

DUKE UNIVERSITY, Durham, North Carolina, M.B.A., 2007 WASHINGTON & LEE UNIVERSITY, Lexington, Virginia, B.S., Business Management, 2001