

Deirdre Moore, (former CFA), BBA

Communications — Process Improvement — Research/Analysis — Operational Reporting

Profile

A problem-solver with strong analytical, technical, communication and marketing skills, following 10 years of full-time employment, I became an independent consultant in 2003. I delivered services in the areas of financial/operational report development, project management, operational assessment, process improvement, risk assessment, business planning, report/presentation development/delivery, communications strategy and quarterly reporting.

Throughout my career, I have delivered presentations to groups ranging in size from 2-200. I have worked with clerical staff, corporate presidents and CFOs. I have written and edited high-profile magazines and documents.

Areas of Expertise

Research, Presentation Development and Delivery
Writing and Editing of Business, Investment and Economic Commentary
Interpretation of various types of federal and provincial legislation
Business Process Analysis and Process Improvement
Project Management and Process Documentation
Financial, Operational and Performance Analysis
Operational and Financial Report Development
Advanced (guru-level) MS Excel Skills (advanced formulas, macros, VBA, automated reporting)

Education

1991 Bachelor of Business Administration, Wilfrid Laurier University

1995 Chartered Financial Analyst, CFA Institute

Technical Expertise

MS Word, MS Excel, MS Powerpoint, Visio
Visual Basic for Application (VBA)
Oracle, Hyperion
Multiple accounting/financial reporting platforms

Non-professional Interests

Family & Friends
Weightlifting & yoga
Piano, guitar & the Arts

SAQOTU Inc.*Jan 2017 – present*

A self-funded, not-for-profit initiative

The Ottawa Hospital*Jun 2016 – Dec 2016*

Process Improvement/Financial Reporting

Projects included:

- Development of automated financial reporting tools (Oracle, Hyperion, MS Excel, VBA) based on end-user requirements (50+ departments within the hospital)
- Assessment of operational efficiency in Treasury and Finance
- Use of business/workflow tools (Visio) to map existing processes
- Identification/recommendation of process improvements
- Implementation of process improvements
- Special projects: forensic accounting, risk assessments
- Training of staff on new procedures

Mandeville Private Client Inc.*Apr 2016 – May 2016*

Process Improvement/Financial Reporting

- Implementation of process improvements, financial analysis and report automation (MS Excel).
- Training of staff

Carleton University*Mar 2015 – Oct 2015*

Process Improvement/Financial Reporting

- Financial report development/automation, process mapping, resource planning (MS Excel)
- Preparation of reports to organizations providing grants (National Research Council, Province of Ontario) and donations (University, private donors)

MD Financial*May 2005 – Jan 2015*

Investment Manager Liaise/External Writer

In 2005, MD Financial outsourced the production of its quarterly performance report to me. As part of this work, I developed a methodology that would standardize the information being collected from their external portfolio managers. Following each quarter end, upon assessment of the information received, I produced a thorough investment commentary that discussed each manager's performance relative to a benchmark. The production process involved 20 external managers from a variety of areas of expertise including domestic and international equity, fixed income, alternative investment, foreign exchange and macroeconomics.

The Royal Life Saving Society of Canada*Sep 2012 – Nov 2012*

Process Improvement/Financial Reporting

- Financial report development/automation (Accounting software csv files to dynamic Excel templates)

CIBC Wood Gundy*Sep 2006 – Nov 2008*

Business Planning/Process Improvement/Financial Reporting

- Business coaching for independent investment advisors
- Process improvement, process automation (MS Excel), process documentation
- Development/delivery of custom performance reports (MS Excel, MS Access, VBA)
- Development/delivery of online business planning, scheduling and reporting tools (PHP, MySQL)

Public Health Agency of Canada*Feb 2005 – Aug 2005*

Process Improvement/Financial Reporting

- Development/delivery of budget management forecasting tool (MS Excel, highly advanced formulas)

MD Financial*Mar 2003 – Jan 2005*

Process Improvement/Financial Reporting

A variety of projects such as:

- Development of annual business planning templates (MS Excel, MS Word)
- Activity management reporting tools (MS Excel)
- Sales performance analysis tools (MS Excel)
- Client acquisition process improvement & associated template development (MS Excel, MS Access)
- Employee assessment methodology & associated report development/delivery (MS Access)

National Bank Financial*Sep 2001 – Nov 2002*

Process Improvement/Financial Reporting

- Business coaching for independent investment advisors
- Process improvement, process automation (MS Excel), process documentation
- Development/delivery of custom performance reports (MS Excel)
- Training of staff

Synergy Mutual Funds*Oct 1998 – Jan 2001*

Vice President of Sales/Marketing

Responsibilities included:

- Acting as the liaison between senior management and clients
- Developing/delivering financial/economic presentations
- Training/management of staff

Office of the Superintendent of Financial Institutions*Oct 1995 – Sep 1998*

Rulings Analyst; Examiner

Responsibilities included:

- Full analysis of financial risks of all lines of business being pursued by federally-regulated life insurance companies; and
- Full analysis of financial risks of new ventures being pursued by federally-regulated deposit-taking institutions.
- Preparation of Recommendations for Approval by the Superintendent or the Minister of Finance.

City of Ottawa

Oct 1994 – Sep 1995

Treasury Analysis/Financial Reporting/Process Improvement

Hired to assist with money market and fixed income portfolio management, I also developed an application for the Debt and Treasury Department which automatically tracked all trading activity and produced various management reports for senior management and City officials.

MD Financial

Sep 1992 – Sep 1994

Treasury Analysis/Financial Reporting/Process Improvement

Hired to assist with the cash management operations, I developed MS Excel tools (advanced formulas, VBA) and templates to automate much of the workload. Two of the more significant applications were:

1) An application that automatically tracked all trading activity for the MD Management Investment and Corporate Accounts. Outputs included printed forms for cheque requisition and audit purposes as well as a summary of the total investments. The system also automatically assessed the portfolios in terms of investment policies to ensure outliers were easily identified. The system was built solely in Excel and reduced a 2-hour/day administrative task to a 30-minute/day task with added functionality and a significant reduction in the opportunity for error.

2) An application which automatically produced quarterly performance reports for twelve different investment portfolios. The reports—which included graphics, numerical analysis and automated text discussion—were presented to the Board of Directors each quarter. This information was used to facilitate external manager oversight. Upon completion of the system, the reports that previously required 10 days/quarter required one day/quarter. A significant reduction in the opportunity for error was also realized. During this period, I managed several money market portfolios and also had the opportunity to assist with the testing/implementation of a (beta) attribution analysis system for the firm's equity portfolios.

Entrepreneurial Efforts: AdvisorOnTrack Inc.

On the side, in 2002 I launched a company, AdvisorOnTrack, in order to pursue the development of a practice management methodology for independent investment advisors. Using MS Excel and MS Access, I built an application which classified, analyzed and reported on over 15,000 different records (mutual funds, common and preferred shares). This system utilized a series of forms and reports to ensure users with only a basic knowledge of Access were able to easily maintain/amend the database, calculation pages and report templates as required. The system provided a level of analysis that was previously unavailable and tested very well. Although not profitable, the company was generating revenue. I moved the system to an online platform using MySQL and PHP. However, shortly thereafter, the industry consolidated (banks bought brokerage firms, financial planning companies merged). This period of consolidation brought with it a period of significant investment in IT by banks and their competition. The market for AdvisorOnTrack vanished.