

Jo Hands

JO.HANDS@WHITEARK.COM.AU / +61 459 826 221

With a transformational mindset and deep financial acumen, Jo's diverse professional background has led her to create next-generation operating models, fostering faster growth and dramatic transformation in both domestic, and international capacities.

Jo loves leadership teams that embrace the idea of comprehensive change in business operations, herself having played an active role in the transformation journey across multiple business sectors and industries. With experience tackling all the factors that create value for an organisation, including top and bottom line expenditures, business model redesign and overall strategy, she reacts dynamically, and inputs meticulous milestones, with clear responsibilities that enable tight management to drive execution and progress.

Working to better define change and capture the full value in any scenario, Jo doesn't just expect more, she redefines expectations. Understanding that effective leadership ultimately underpins everything, she champions new models of working, that epitomise speed and dexterity, anchoring transformation with bold and efficient decisions. Keeping highperforming teams consistently engaged, Jo recognises the impact of inspiration and the importance of celebrating success, in teams great and small.

Jo's highly sought after critical competencies are demonstrated by her willingness to stay in the fray, building a stronger organisation and crossfunctional relationships to drive businesses forward. Never missing an opportunity to enhance efficiency and productivity, Jo uses her extensive experience to create environments of continuous engagement, and better companies.

ROLES & SITUATIONS

- *Interim CFO for \$1b turnover FMCG business with the main challenge to integrate two businesses while achieving the targeted improvement in EBITDA margin by 10%*
- *Transition lead for \$500m turnover FMCG business, assisting the CFO transitioning the business into to the new operating model.*
- *CFO for a \$500m turnover media business focused on building a sustainable cost base through a re-design of their operating model.*
- *Led the carve out of a \$700m turnover business from an ASX Top 50.*
- *Designed and built a new finance structure and operating model, supporting a change in ownership, improving capability.*
- *Delivered a carve-out project, 15% under budget across finance, IT and shared services.*
- *Led an IT efficiency review, producing \$50m+ ongoing annual savings.*



HIGHLIGHTS

Led company-wide integration plan (PMI) resulting in a 10% improvement in EBITDA margin.

Implemented a sales redesign supported by a segmentation model delivering \$40M EBITDA enhancement; through both revenue and cost improvements.

Achieved working capital improvement of \$40M (15%) through process redesign and innovative card solutions.



INDUSTRIES

Consumer Products, Entertainment, Financial Services, FMCG, Manufacturing, Media, Packaging, Retail, Telecommunication, Transport



GEOGRAPHIES

Australia, New Zealand, United States, United Kingdom & South East Asia.



QUALIFICATIONS

Member of Australian Institute of company Directors, Graduate Diploma Chartered Accounting ANZ, Diploma of management (Swinburne University) & Bachelor of Commerce & Arts (Deakin University).