**Michel Gadbois**

Redondo Beach, CA 90277

michel.gadbois66@gmail.com 310.962.1215 [www.linkedin.com/in/michelgadbois](http://www.linkedin.com/in/michelgadbois)

**Commercial Finance Director**

***Known for financial leadership built upon integrity and strategic vision.***

Offers unique expertise as a commercial finance professional with an entrepreneur mindset. Analyzes and solves problems using commercial understanding to improve bottom-line performance. Builds teams, establishes interpersonal relationships, and gets things done. Key strengths include:

**Strategic Planning | Revenue Management & Pricing | Business Analysis | Budgeting & Planning | Internal Controls | Negotiation | Project Planning |Process Development and Implementation**

**PROFESSIONAL EXPERIENCE**

**MOET HENNESSY USA**, Los Angeles, CA **2009 – Present**

*US spirits and wine arm of LVMH the world leader in luxury products.*

**Finance Director,** West Region (CA, IL, NV, WA, AK, HI, MN, WI, NB, ND, SD) and National Accounts Off.

Reports to 2 Regional Senior Vice Presidents. Oversees financial planning, budget management, and analysis for both regions, which includes 11 markets as well as National Accounts (Costco, Total Wine, Bevmo, Safeway, Kroger). Responsible for over $400M dollars in revenue. Supervises and coaches 2 Finance Managers and 1 Sales Analyst.

* Maximized brand value by providing a monthly dashboard and guidance regarding revenue, pricing, advertising, and promotional spend.
* Eliminated overspends by improving efficiencies and reliability for regional Advertising & Promotion as well as overhead expenses by designing an internal web-based tracking tool with the IT department.
* Guided sales and marketing decisions through monthly dashboard creation and company benchmark analysis, supporting sustainable revenue growth over nine years.
* Achieved revenue targets by overseeing price increase process and determining growth opportunities for current revenue plan.
* Maximized region revenue by keeping distributor margins flat in yearly price increase negotiation.
* Converted budgeting and planning system from an Excel platform to Anaplan, improving timeliness and reporting accuracy.
* Increased commercial contribution 30% over 5-years in NV and 26% in CA since plan deployment in 2015 by creating financial framework for investment plans.
* Won President’s Award as part of National Accounts Region for best overall results in 2010 by developing new accounts and growing revenue 15%.

**REMARKABLE MOBILE LLC**, Denver, CO **2007 – 2009**

**CFO, Co- Founder**

Conceptualized business plan and set accounting structure. Developed go-to-market strategy, including target market, key strategic alliances, monetization strategy, and plausible financial scenarios.

* Created funding presentation that raised $175K in seed capital.
* Provided research and analysis in evaluating business opportunity and industry trends.

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**PERNOD RICARD USA**, Los Angeles, CA **2006 – 2007**

*US arm of Pernod Ricard SA, world’s 2nd largest supplier of spirits and wine. PRUSA is 4th largest in US with sales over $1B. PR-USA purchased Allied Domecq in July 2005.*

**Finance Director**, Western Region (CA, HI, AZ, NM, WA, AK, MT, ID, OR, UT, WY)

Managed 2 Analysts and 1 Senior Analyst across 11 markets in Western US.

* Integrated former Allied Domecq Spirit and Wine portfolio brands into existing brand catalogue from an analytics and reporting standpoint, tripling the number of brands to analyze and include in reporting.
* Delivered 100% budgeted division profit, working with both Marketing and Sales departments and focusing on gaps to monthly forecasts.
* Integrated Hyperion Essbase as new forecasting tool, improving data accuracy and reliability.

**RELEVANT FINANCE EXPERIENCE**

**ALLIED DOMECQ SPIRITS USA**,Los Angeles, CA

*Allied Domecq was purchased by Pernod Ricard SA in July of 2005. US arm of Allied Domecq PLC, formerly 2nd largest supplier of spirits and wine.*

**Commercial Finance Director - CA/HI Division**

Classified in top 10% of employees for bonus purposes 2002 through 2005. Achieved Finance Director of year 2002. Served as part of “Fast Track Team” that redesigned internal processes during decentralization. Negotiated price increases that kept distributor margins flat and delivered 100% profit.

**JOSEPH E SEAGRAM’S & SONS.**, New York, NY

**Senior Auditor – Corporate Finance**, International Spirits and Entertainment

Diversified company, formerly 2nd largest supplier of spirits and wines and entertainment business through Universal Music and Studios. Purchased by Diageo and Pernod Ricard SA in 2002.

**CORBY DISTILLERIES LTD.**, Montreal, Quebec

Canadian arm of Allied Domecq acquired by Pernod Ricard, 2nd largest supplier of spirits and wine. Promoted progressively from Manager Import Accounting to Project Analyst, National Sales.

**KPMG, Chartered Accountants**, Calgary, AB

**Senior Auditor**

**EDUCATION**

**Bachelor of Commerce (BComm)**, **Accounting**, University of Calgary, Calgary, Canada

**CERTIFICATION AND PROFESSIONAL DEVELOPMENT**

**Chartered Professional Accountant (CPA),** Alberta, Canada

Participated in over 1,000 hours of learning in the CPA continuous professional development program.

WSET Level 1

**TECHNICAL SKILLS**

Microsoft Excel, Outlook, PowerPoint, and Word; Cognos Data Reporting System, Hyperion Essbase, SAP, Web Cycle, Qlik, Anaplan

**FOREIGN LANGUAGES**

Fluent in French, some Spanish