

# **DANIEL M. HILL, JR., CMA, CFM**

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## **OBJECTIVE:**

Management accountant passionate about optimizing a company's return on their customers, products and channels using sound managerial costing concepts

## **EDUCATION and CERTIFICATIONS:**

**Certified Management Accountant (CMA)**, #020045 issued November 1997

**Certified Financial Manager (CFM)**, #4653 issued December 2007

**Master of Business Administration**, May 1996

George Mason University, Fairfax, VA

**Bachelor of Science in Economics**, December 1973

Georgia Institute of Technology, Atlanta, GA

## **COMPUTER SKILLS:**

- Microsoft Office, Excel, VBA, Access, Word, PowerPoint, Outlook, Visio, and SharePoint
- Tableau and Tableau Prep
- UiPath StudioX RPA (Robotic Process Automation) – Citizen Developer
- SAP BPC and SAP EPM add-in (beginner)
- proEO BI engine based on RCA principles (Alta Via Consulting/cBEYONDdata)
- Jedox OLAP Database engine
- PROFITwise Costing/Profitability Applications (CorePROFIT Solutions)
- Oracle Financial Services Applications (OFSA)
- SQL relational database

## **SKILLS and ACCOMPLISHMENTS:**

- Assisted implementation of Resource Consumption Accounting (RCA) management system for a transaction processing firm, where we discovered less than 10% of the customer base accounted for 80% of all losses
- Successfully implemented thirteen ABC costing and profitability systems, thereby contributing to contracts totaling \$3.5+ million
- Adeptly manages customer relationships, which has resulted in an additional \$1.0 million in contracts
- Core team member that designed, built, and implemented the CLPR customer profitability system at Bank of America (2005)
- Strong communication, presentation, and writing skills. Speaks on customer profitability systems and their strategic significance. Detail oriented providing the highest quality work within budgeted constraints

**EMPLOYMENT HISTORY:**

<b>Oct. 2012 to June 2023</b>	<b><u>cBEYONData, LLC, merger with Alta Via Consulting, LLC, completed January 1, 2023</u></b> <b>Principal Consultant</b> Responsible for all model deliverables based on Resource Consumption Accounting (RCA) principles, which included interviewing senior managers on major activities and resource consumptions, collecting data and transforming it into flat tables for system input (using VBA manipulations), incorporating organizational, product and customer dimensions (Master Data), validating and de-bugging all automated data feeds, incorporating model completeness and usefulness, and bringing focus to the most insightful results
<b>2005 to 2012</b>	<b><u>CorePROFIT Solutions, Inc., West Chester, PA (now Akcelerant)</u></b> <b>Senior Vice President</b> Responsible for all project deliverables following the initial sale, which included interviewing senior managers, developing their respective GL based cost pools, working with IT to develop data extracts, writing the business rules for the profitability software, testing, and validating, and presenting the findings, observations, and recommendations to senior management
<b>1979 to 2005</b>	<b><u>Bank of America, Charlotte, NC (formerly NationsBank, formerly Maryland National Corporation, formerly American Security Bank)</u></b>  <b>August 2000 to July 2005</b> <b>Vice President, Enterprise Profitability and Cost Management</b> Core team member that designed, built, and implemented the bank-wide customer and product profitability information system, including funds transfer pricing (FTP), loan loss provision expense, activity based costs (ABC), and risk based capital allocations  <b>May 1979 to July 2000</b> <b>Vice President, Finance Support and Senior Financial Analyst</b> Developed customer, product, and channel profitability and performance measurement systems; developed branch capital investment models; controller of Retail Division with \$4 billion in footings and 117 branches

**PUBLICATIONS:**

Customer Profitability Management, Statement of Management Accounting (SMA), co-authored with Dr. Nabil Elias, 2010, Institute of Management Accountants (IMA)

Strategic Finance Magazine, "Cooperation or Competition," February 2000, pgs. 52-57, published by the Institute of Management Accountants (IMA). Awarded Strategic Finance Magazine's 2000 Lybrand Bronze Medal

The Journal of Bank Cost and Management Accounting, "Excel Macro Combines Financial and Non-Financial Data," July 2000, Volume 13, Number 2, pgs 38-54, published by the Association for Management Information in Financial Services (AMIFs)

**PROFESSIONAL ASSOCIATIONS and OTHER ACTIVITIES:**

Institute of Management Accountants (IMA) - Chapter in transition

**References available upon request**