

Laura West

Director

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Laura has over 10 years of experience in organizations ranging from small private equity backed companies to large public ones. She began her career in accounting and transitioned into financial analysis roles, supporting all levels of organizations from cross functional teams to senior leadership. Throughout her career she has focused on creating insightful financial analyses, driving process transformation, and building relationships across all levels of an organization to promote collaboration. Laura's ability to quickly and insightfully understand a client's needs and apply her expertise allows her to drive profitable growth for clients.



EDUCATION

BS, Accounting
Miami University

EXPERIENCE

Director of Financial Planning &
Analysis
United Sports Brands

Finance Manager
Kimberly-Clark

Sales Analysis Leader/ Senior
Financial Analyst
Newell Rubbermaid

STRENGTHS

Financial Modeling
Process Transformation
Reporting & Dashboarding
Variance Analysis
Detail Oriented



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AREAS OF EXPERTISE

Financial Planning & Forecasting

Thoughtful and systematic financial planning and forecasting enables organizations to understand and achieve their objectives. My detail-oriented mindset paired with my ability to effectively interact and communicate across all levels of an organization and collect cross-functional input allows me to build strong planning models. I have an aptitude for analyzing and deconstructing plan variances to better understand business drivers and areas for model improvement.

Process Redesign & Enhancement

It is essential that organizations remain adaptable in this ever-changing business environment. Creating clean and streamlined processes and reporting allows teams to devote more time to driving their business forward. My experience with acquisitions and business model transformations has taught me to build and implement flexible processes that allow for changing business needs.

Reporting & Dashboarding

I enjoy creating logical, actionable and visually appealing reporting that helps leadership teams make thoughtful decisions. Creating meaningful key performance indicators is the result of taking time to understand what is important to the business and decision makers. My ability to quickly collect, analyze and report information helps clients drive towards improved operational efficiencies and sustainable growth

INDUSTRY EXPERIENCE

Consumer Products
Sporting Goods

Retail