



## Ralph Patrick P. Divina

Finance systems that turn data into decisions

Website: [ralphpatrick.com](http://ralphpatrick.com)



### EXECUTIVE PROFILE

Finance Business Partner / FP&A professional with 7 years' experience turning operational data into decision-ready insights across multi-entity environments (KSA + PH). Owns budgeting, rolling forecasts, monthly variance commentary, KPI dashboards, and executive performance packs. Strong business partnering with commercial and operations teams to drive margin, cost control, cash runway, and performance accountability.

### CORE SKILLS

- *Finance Business Partnering: stakeholder management, KPI ownership*
- *FP&A: budgeting, forecasting, variance analysis, performance insights*
- *Financial Modeling: driver-based models, scenarios/sensitivity, runway planning*
- *Commercial & Ops Finance: pricing, margin drivers, cost control, vendor spend*
- *Reporting & Systems: exec packs, dashboards, Excel/PowerPoint, SAP, Zoho Books*

### PROFESSIONAL EXPERIENCE

#### Lampaah Marketing & Advertising (Riyadh, Saudi Arabia)

2021 - 2024

##### Finance Lead (FP&A / Business Partnering)

- Owned annual budget consolidation, rolling forecasts, and projection updates tied to revenue trends, labor utilization, and vendor commitments
- Built driver-based Excel models (supported by SAP extracts and Zoho Books outputs) to forecast margin, burn rate, and runway for leadership decisions
- Produced monthly performance packs with KPI commentary (gross margin by category, inventory aging/turns, vendor spend, fulfillment/handling costs, and cash conversion) highlighting risks and actions
- Partnered with ops and commercial leads to translate numbers into actions (reprice, pause spend, rebalance vendor mix, tighten cost controls) and coached KPI owners to improve performance accountability
- Reduced DSO by 10–12 days in 3 months by tightening invoice cutoffs, shortening invoice-to-send time, and running weekly AR follow-ups with clear escalation on overdue accounts

#### Aldrees Industrial Trading and Manufacturing (Riyadh, Saudi Arabia)

2017 - 2021

##### Sales Operations & Finance Analyst

- Built monthly sales and cost projections from SAP extracts to support pricing decisions, margin tracking, and management reporting
- Supported forecasting and monthly reporting by validating revenue, pricing, and cost movements using SAP ERP data and operational context
- Delivered cost and margin analysis to improve commercial performance visibility and support day-to-day decision-making
- Coordinated cross-functional workflows (sales, operations, finance) to reduce data gaps and keep reporting aligned with operational reality

### EDUCATION AND CERTIFICATION

#### Bachelor of Science in Business Administration, Major in Financial Management

2023

AMA University, Quezon City, Metro Manila, Philippines

#### Certified Management Accountant (CMA®) Candidate (In Progress)