



Rogier Roumen  
TPA Global Member

## Roumen Finance Advisory

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## Professional Background

- Rogier is a seasoned finance expert who has worked for 100+ clients ranging from startups to multinationals. He leverages his valuation, investment, FP&A, and accounting skills to solve pressing financial problems and enable actionable investment decisions. Freelancing gives him the flexibility to drive high-quality outcomes for clients across industries.
- He has been part of 1 of the Big4 Transaction Services practice for c. 10 years, with a specific expertise in valuations.
- Rogier became a Chartered Financial Analyst (CFA) charterholder in 2013. He has a master's degree in business economic from the University of Amsterdam.

## Proven Track Record

- Designed and implemented governance for \$1+ billion of capital investment for an international group. The governance ensured the linkage of planned investment to strategy, long-range financial forecasts, operational planning, and execution, as well as management reporting with a standard set of measurement metrics.
- Optimized the group's capital allocation via a top-down process that prioritized projects by return and strategic alignment, apportioned capital to distinct countries and investment categories, and implemented standardized performance metrics to monitor the amount and return on investment.
- Created a robust control framework, identifying and monitoring key performance indicators ("KPIs") as well as tracking strategies to monitor efficiency improvement and savings opportunities.
- Conducted the investment appraisal, including the review of the strategic and financial business cases, created detailed financial models, and benchmarked and prioritized the investment opportunities, helping to drive improved capital allocation efficiency.
- Acted as the intermediary between the management of several publicly-listed Dutch companies and their auditors, audit committees and tax authorities for financial statement and tax-related valuation approvals.
- Led numerous purchase price allocation assignments for clients in the telecom, industrial and consumer products, and eCommerce sectors, reconciling financial projections with the

purchase price; isolating buyer-specific synergies; and identifying intangible assets such as intellectual property, software, trademarks, and customer relationships. These tasks were accomplished by IAS 16 and included the preparation of an opening balance sheet.

- Contributed to the fairness opinions on merger & acquisitions, conducting market research, performing trading and transaction multiples analysis, identifying revenue and cost synergies, reviewing business plans, completing a study of net debt, preparing a discounted cash flow valuation and reviewing transaction documentation.
- Evaluated corporate business units classifying companies based on their market share and growth potential and utilizing market research and financial analysis to create detailed ROIC and shareholder return forecasts and outlining investment and divestment strategies for clients.
- Supported the execution of financial due diligence projects for private equity and institutional investors including authoring reports, building three statement operating models, engaging in working capital analysis, identifying cash and debt-like items, creating normalized cash flow and EBITDA metrics, preparing post-closing balance sheets and determining cash leakage.

## Capabilities

- Worked in a wide variety of industries, amongst others fast moving consumer goods, telecommunications, entertainment & media, pharma and biotech, oil & gas, etc. His technical skills include business and intangible asset valuation for purposes of financial statements, tax authorities and/or strategic decision making.