

Aaron Berg

Little Rock, AR | (501) 237-0004 | aarongberg@gmail.com | linkedin.com/in/aarongberg/

Strategic Finance Executive

Strategy Development & Execution | Technology-Driven Finance | Financial Planning & Analysis

Dynamic executive with a proven track record of transforming operations across retail, manufacturing, and commodity-trading environments. Defines and executes strategic vision to guide organizations through organic, tangential, and inorganic initiatives. Effective creative problem-solver who thrives in areas of high risk, uncertainty, and complexity. Develops collaborative, empowered organizational culture.

Strengths & Expertise

Strategic Planning	Performance Metrics & KPIs	Team Leadership	Policy Development
Partnership Building	Planning, Budgeting & Forecasting	Coaching & Mentoring	Risk Management
Financial Modeling	Data Analytics & Data Science	Process Improvement	Product Ownership
Management Reporting	Corporate Development	Technology Transformation	Project Management

Experience

Westrock Coffee Company

2020-Present

>\$500M global exporter, trader, and manufacturer of coffee, tea, and liquid extract products, serving some of the biggest names in the big box retail, QSR, CPG, and hospitality industries.

Chief Financial Officer (CFO) | Westrock Coffee Roasting | Little Rock, AR

Recruited by the CEO to return to Westrock Coffee as Divisional CFO. Leads all facets of the finance function. Also responsible for post-merger integration efforts associated with the purchase of S&D Coffee & Tea.

- Redeployed 50% of finance headcount to support business partnership by leveraging a shared services center for core accounting functions.
- Accelerated budgeting, forecasting, and reporting processes by 75% by developing automation to query and combine data from multiple sources.
- Improved profitability by creating a pricing framework that accurately attributes incremental costs.
- Transformed enterprise data culture by mentoring, training, and equipping data analysts.

Walmart, Inc.

2018-2020

A \$524B Fortune 1 omnichannel mass retailer, serving ~265M weekly customers across 11.5K stores and digital properties.

Director, Walmart International Financial Planning & Analysis (FP&A) | Bentonville, AR | 2020

Internally recruited by the Divisional CFO. FP&A responsibility for a portfolio of 11 operating companies representing >\$100B in annual revenue.

- Accelerated monthly reporting and forecasting processes by 75% by redesigning workflows.
- Managed financial aspects of complex inorganic initiatives, including the sale of Walmart Brazil, the sale of Asda (UK), the sale of Walmart Argentina, and the merger of Walmart India and Flipkart (India).
- Supported the accelerating growth of omnichannel retail by researching and developing new KPIs and reporting views.
- Mentored and developed high-potential talent by empowering product ownership and repeatable design principles.

Senior Manager, Corporate Development | Bentonville, AR | 2018-2020

Partnered with internal and external stakeholders to implement Walmart's strategic plan via tangential and inorganic initiatives. Advised leadership regarding acquisitions, divestitures, joint ventures, minority investments, and partnerships.

- Led diligence, planning, and regulatory review of the acquisition of Cornershop (e-commerce grocery delivery company).
- Structured, negotiated, and closed a joint-venture to create a retail-focused FinTech accelerator.
- Evaluated, modeled, and diligenced several dozen opportunities spanning omni-channel retail, e-commerce, financial services, technology, AI, supply chain, and healthcare industries.
- Developed enterprise strategy for initiatives including in-home commerce, financial services, and ecosystems.

Experience (Continued)

RStudio, PBC**2017-2018***Leading developer of open-source, code first, and centralized data science tools and infrastructure.***Customer Success Representative | Little Rock, AR**

Grew enterprise accounts by helping communities of R users flourish inside companies.

- Helped organizations deploy and scale data science platforms by providing tactical and strategic advice.
- Evangelized RStudio's products by leveraging personal experience using R to implement automation in prior roles.
- Increased revenue by double-digit percentages within top names in manufacturing, technology, and retail industries.

Westrock Coffee Company**2009-2017***Global coffee exporter, trader, and coffee roasting company supplying some of the world's largest coffee traders, roasters, and big box retailers.***CFO | Falcon Coffees | East Sussex, UK | 2014-2017**

Led all aspects of the finance function for a \$100M business. Managed relationships with lenders, including a senior credit facility with complex covenants.

- Supported 40% business growth with no additional headcount by architecting and deploying a new ERP system.
- Recruited, trained, and equipped high-caliber accounting team, including Controller who was my successor as CFO.
- Renewed and expanded debt facilities through disciplined risk management and clear communication with lenders.
- Generated SG&A leverage by automating 90% of risk management and compliance reporting activities.

Chief Risk Officer (& Investment Analyst) | Westrock Group | Little Rock, AR | 2011-2014

Started as an investment analyst and grew responsibilities to lead risk management for coffee export, trading, and roasting companies.

- Diligenced, structured, and closed acquisition of Falcon Coffees.
- Architected and developed an ERP system for Rwanda Trading Company.

Director of Coffee | Westrock Coffee Roasting | Little Rock, AR | 2010-2011**Logistics Coordinator | Rwanda Trading Company | Kigali, Rwanda | 2009-2010**

Education

Bachelor's with Honors in Political Science, minor in Economics | Stanford University | Stanford, CA