

DOUG FERREIRA

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Director of Financial Operations

Analytics | Growth | Process Improvement | Revenue Generation

Experienced Senior Level Manager with a strong history of success spanning 17 years. Recognized for exceptional skills in team development, cost-saving strategies, revenue generation, and insightful financial analysis. Proficient in creating and implementing initiatives, scalable business models, and customized operating procedures tailored to diverse core business verticals. Demonstrated ability to establish new lines of business and optimize existing operations for enhanced efficiency. Committed to delivering exceptional value and eager to leverage expertise for driving success in your organization.

CORE COMPETENCIES

- Strategic Planning
- Financial Analysis
- Operational Improvements
- Standardizations/Best Practices
- Team Building/Leadership
- Revenue Generation
- Data Analytics
- OPEX Management
- Vendor Management
- Process Improvement
- Financial Reporting
- Risk/Fraud Management
- Payments
- Customer Service

PROFESSIONAL EXPERIENCE

delivery.com, LLC 2005 – 2022

Cantor Fitzgerald, LP: Principal Investor

An online platform providing delivery services, connecting consumers with a wide range of local merchants and businesses, offering convenience and accessibility in ordering food, groceries, and various products.

Financial Operations Director – New York, NY 2016 – 2022

Successfully led and mentored a talented finance team while adeptly navigating multiple data sources to effectively communicate financial reports and business insights.

Managed and stabilized P&L during the challenging pandemic period, implementing strategic measures to mitigate the impact of revenue decline caused by widespread restaurant closures. Through skillful contract renegotiations with vendors, successfully generated savings of \$100k in 2021 and \$200k in 2022.

- Conducted comprehensive evaluations of financial statements and provided insightful analysis.
- Collaborated closely with franchisees following the acquisition of MrDelivery to develop and implement a streamlined billing, payments, and reporting model that effectively addressed the unique needs and requirements of the franchise ecosystem.
- Designed new workflows for compliance with evolving state regulations resulting from the Wayfair Act.
- Played a key role in successful acquisitions and integration of new businesses.
- Developed and deployed a highly effective strategic plan that resulted in a \$120k per month improvement in markets facing order commission caps imposed by local authorities.

Financial Operations Manager – New York, NY 2007 – 2016

Oversaw the processing of statements and payments for a diverse portfolio of over 15,000 merchants, vendors, franchisees, and API partners, facilitating weekly transfers totaling \$5MM. Ensured accurate and timely financial transactions, fostering strong relationships and trust with stakeholders while maintaining strict financial controls.

Developed and executed a highly successful merchant advertising model, driving a significant 10% increase in gross revenue. Led comprehensive training sessions for the sales team to effectively promote and sell the advertising services, resulting in substantial revenue growth and enhanced client relationships.

- Established standard operating procedures for Billing and Accounts Payable teams.

- Formulated and deployed a robust system to enhance transaction security and prevent fraudulent purchases made with stolen credit cards, resulting in a remarkable chargeback to transaction ratio of 39 basis points. By releasing this system, we effectively mitigated financial risks and safeguarded the integrity of customer transactions, ensuring a seamless and secure user experience.
- Led the transition to NetSuite, ensuring a seamless execution as the business began scaling.
- Oversaw and coordinated the annual 1099K reporting and transmittal process, ensuring compliance with IRS regulations and accurate submission of required tax documents.
- Supported the COO and Finance Director in preparing financial reports.

Customer Success Manager – New York, NY

2006 – 2007

Primarily focused on ensuring customer satisfaction in a two-sided marketplace by empowering and guiding agents to provide prompt and effective solutions to address concerns at all stages of the ordering process.

Leveraged order data and buyer behavior analysis to generate valuable recommendations for merchants, enabling them to enhance their offerings and optimize customer satisfaction. Developed data-driven tools and strategies to improve customer service and support, resulting in an enhanced overall customer experience.

- Developed and carried out a comprehensive customer service training program.
- Maintained open communication with customers to gather feedback and address concerns.
- Managed a large team of customer service agents and established performance metrics.
- Applied new technologies and tools to streamline operations.

Customer Experience – New York, NY

2005 – 2006

Dedicated to delivering prompt and satisfactory solutions to customers.

Recognized for exceptional problem-solving abilities and unwavering commitment to delivering exceptional customer service, leading to a rapid promotion.

- Monitored and resolved end-user checkout issues in a timely manner.
- Managed live merchant inventory and maintained up-to-date information.
- Provided excellent customer service and follow-up support.

EDUCATION

Southern New Hampshire University

2017 – 2021

Completed 111 credits towards a B.S. in Data Analytics with a minor in Mathematics.