

Candidate: Aneeta Patel

Salary Expectation: £1200 per day plus expenses - Outside of IR35

Availability: Immediate part-time for 1 month and then full-time from January

Location: London

Presented to: James Neuling

Presented by: Mark Kitchen 02078715500 / 07580066274

Consultant Comments:

Consultant comments: Aneeta is a very experienced pricing expert who has worked for global businesses and global consultancies.

In her last role at BMI, Aneeta was brought in to take over from a McKinsey team, BMI felt that she would have a more direct impact to fix their pricing issues and that she could accelerate the pace of change. As Aneeta has now delivered the new pricing strategy and has embedded the new working practices, she is looking for a new assignment.

PROFILE

Expert in Pricing, Business Analytics and pricing Strategy, with over 15 years of experience running pricing and analytical teams and departments. Developing and implementing Pricing strategies for several industries globally. Experience in leading, developing and implementing large-scale pricing transformations to enable long-term sustainable growth through a self-developed pricing excellence framework bringing together a combination of pricing strategy, customer behaviour awareness, digitalization, talent development, and organizational excellence.

Highly proactive and dedicated with the ability to quickly adjust and excel in a fast-paced work environment and one who possesses a positive attitude. Demonstrates creativity, and passion for customers in her role and commits to producing high-quality work across all projects.

A career-focused individual that is always looking for challenging opportunities to demonstrate and further develop professional skills. Specialities: IT Skills: Microsoft Office 2007 (Advanced user of Excel, Word, PowerPoint, Access, Outlook, Microsoft Internet Explorer) SQL, Python, R, Tableau, Azure, Alteryx, Excel skills: Lookups, Pivot tables, VBA, macros and complex Formulae.

Customer Relationship Management; Leadership; Problem Solving; Time Management

Written & Verbal Communication Skills; Numerical & Analytical; Financial analysis; Reporting, modelling

Areas of Expertise Include:

- Forecasting
- Strategy
- Financial Analysis

CAREER

**BMI Group (Roofing & Waterproofing), London
United Kingdom**

April 2021 – Dec 2022

Global Head of Pricing (1 year 9 months)

- Built, developed, and led the pricing organization responsible for driving ongoing margin improvements
- Set strategy and direction for pricing, building awareness and support for it within the organization and supporting the execution
- Created and embedded broader pricing initiatives across the group
- Established and led pricing governance/deal approval processes
- Supported targeted account/region/BU-level margin improvement actions
- Provided information, analysis approaches, and tools necessary to support pricing execution
- Managed performance management reporting
- Developed bid/contract management centre of excellence
- Identified and quantified key contract terms and conditions that drove increased operating profit
- Developed analytically grounded initial bid pricing strategies
- Developed actionable insights gained through win/loss analysis
- Development of all communications related to the pricing

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Finastra, London, United Kingdom
Product Pricing Manager (6 months)

November 2020 – Apr 2021

KPMG, London, United Kingdom
Senior Commercial Pricing Manager (1 Year 8 Months)

April 2019 – November 2020

- Creating and implementing appropriate pricing strategies to constantly support the commercial organic growth of revenue and margin, maximise market pricing potential relative to KPMG brand, service offering and client value.
- KPMG's "go-to" pricing champion
- Established pricing processes supporting:
 - Annual Pricing Increases (API)
 - Pricing of new market solutions/offerings
 - Pricing models, including Time and Materials, Fixed Fee Risk Reward / Contingent, Managed Services, Digital Solutions
- Pricing Key Performance indicators – produced performance dashboards
- Identified different pricing scenarios according to client profiles, industry, engagement size and service type.
- Guided and influenced Performance Group leaders on appropriate market pricing/models for their client solutions
- Established and managed Firm pricing databases
- Managed annual price adjustment reviews and implementation of changes
- Monitored adoption of discounting practices and pricing legacy issues
- Leveraged a pricing and profitability benchmarking database, according to prevailing client segmentation and solutions
- Documented pricing principles guide
- Worked with Commercial Managers to drive incremental pricing, revenue and profitability improvements.
- Identified client-specific "deficient" pricing and profitability arrangements and proposed corrective actions
- The created rationale for pricing positions
- Attended client commercial briefings and negotiations occasionally to understand perspectives, offer pricing insights and guide future pricing strategy.
- Undertook a review of the scale rate discounts applied and compared them to engagement/job profitability to identify trends/issue areas.
- Considered pricing tools, developed and presented compelling investment case, through to procurement and designing of pricing system with 3rd party developers

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Royal Mail, London, United Kingdom
Pricing Manager (2 years 11 months)

June 2016 – April 2019

- Modelling of price strategies for pricing frameworks and customer-specific proposals, engaging with stakeholders to ensure a rounded and commercially appropriate outcome.
- Review and create pricing frameworks, processes and systems and lead continuous improvement to ensure optimum efficiency, and robustness and use best practice techniques
- Profitability modelling of pricing proposals and feasibility reports on pricing proposals and strategies
- Ensure special pricing arrangements are implemented only after the correct governance process has been followed in liaison with key stakeholders
- Reviewing and auditing a robust control process to ensure all pricing arrangements are compliant with appropriate business sign-off
- Reporting new pricing and new commercial deals with a large group of senior stakeholders for approval
- Support the leading of the project management for tariff, ensuring robust planning and delivery on time, within budget and to the required level of quality. Ensure project plans are complete and up to date.
- Strong Stakeholder management skills – working across all business areas to implement and announce price changes
- Leading the interface between the pricing team, IT and pricing managers to ensure all pricing changes are developed and deployed in an accurate and timely manner
- Working with Receivables, Finance Special Pricing and Revenue Protection teams to optimise and streamline processes whilst minimising revenue leakage
- Managing IT systems integration with new products and Pricing proposals

Capita, London, United Kingdom

August 2014 – June 2016

Pricing & Forecasting Manager (Data Communications Company) (1 year 11 months)

Leading Britain's Smart Metering roll-out plans. Providing communication services between smart meters and the business systems of energy suppliers, network suppliers and other industry users. The DCC is at the forefront of this government's vision for a brighter energy future for Britain. The project budget of £3.2b

- Designing and implementing a robust forecasting process, producing volumes forecast with a high level of accuracy
- Creation and implementation of overall project budgets and variance analysis for Monthly and quarterly business reviews. Managing project costs of DCC as well as 3rd Party supplier costs
- Managing the business plan and forecasting for overall project spending over 5years
- Leading the coordination and preparation of regular forecasting reviews with External and Internal Stakeholders

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- Design and production of management information reports, procuring and designing relevant systems
- End-to-end delivery of Order Management System for 100+ parties. Followed the design from inception through to delivery of live ordering system from a finance operations perspective
- Continuous improvement of the volume forecasting strategies and models
- Presentation of forecast analysis to senior members of the management team communicating performance to date, potential risks and opportunities to existing charging methodology
- Reporting key findings to senior stakeholder groups (Ofgem, DECC and industry suppliers)
- The setting of Prices and charges by regulatory licences (being both economic and efficient)
- Creating new models to ensure the process is fit for purpose and adaptable for the ongoing changes with the overall Smart Metering program.
- Working alongside Service Providers (TEF & ARQ) to produce forecasting systems for the energy Industry
- Business partnering to ensure accurate forecasting and reporting is created
- Presenting at industry forums and conferencing on finance and forecasting (audiences of 120+)

British Gas, London, United Kingdom (3 Years 11 Months)
Margin Forecasting Analyst - British Gas Residential
(1 Year 4 Months)

October 2010 – Aug 2014
May 2013 – August 2014

- End-to-end coordination of the bottom-up quarterly forecasting process for residential energy.
- Reviewing, challenging and understanding the key inputs and drivers of the BGR profit forecast, and ownership of the assumptions underpinning the revenue forecast.
- Cost management and budget owner for all areas of energy-related costs (from Opex to transport & Distribution, commodity costs, ECO, and social costs) and revenue generation from customer number forecasts and demand management.
- Presenting at MBR, QBR with latest results and reasons for variance vs forecast/budget, and analysis on expected future results. Tracking, presentation and understanding of variance to the prior year and previous forecasts.
- Ownership and communication of forecast updates to give a clear insight into the latest profit position.
- Calculation of pricing requirements to achieve profit target. Modelling of pricing and profit scenarios.
- Process updates of weekly, monthly and quarterly forecasting to improve the speed and accuracy of outputs.
- Sensitivity analysis to ensure management understanding of risks and opportunities including commodity curve, customer consumption and weather variations.

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- Designed allocation and calculation methodology for average bill analysis (Light bulb). Worked with PWC to agree on this methodology ahead of its use in the annual report. This is regularly used externally and appears on customer bills to aid public understanding of what drives the cost of energy bills.
- Preparation of BGR information used with government special advisors and the energy select committee.
- Review of Ofgem Segmental Report including full reconciliation to financial statements within the annual report.
- Frequent interaction with senior leaders across the organisation including the Managing Director of Residential Energy, the Finance Director of British Gas and the Director of Public Affairs & Policy.

Pricing Portfolio Analyst - Energy (2 Years 8 Months)

October 2010 – May 2013

- Responsible for analysis of discounted tariffs in the market including social, tracker, and online tariffs to understand their impact on revenue every month
- Responsible for analysis and end-to-end delivery of new tariff options. Presenting analysis to management for recommendation sign-off
- Analysis of competitor portfolio moves, forecasting how competitors may respond to any changes and the impact on BG strategy and future visions
- Regression analysis of customer groups and portfolios to mitigate customer losses and forecast future performance
- Developing a long term strategy of discounted tariff proposition spending to contribute to the delivery of quarterly forecasts on spend and volumes
- Key support and analysis relating to variable and long-term contract propositions to help drive the direction of the strategy on tariff propositions moving forward
- Ownership and delivery of forecast spending and account volumes for variable and long-term contracts and communication to key business areas across BG
- Responsible for providing forecast hedge volumes of all long-term products, liaising with all business areas to ensure delivery
- Responsible for maintaining an updated view of discounts offered across tariff range to ensure cost reflectivity and compliance with Ofgem regulations
- Managing the delivery of price change events and new tariff launches, including liaising with various teams across BG to ensure pricing information is delivered, accurate, and implemented appropriately across the business and externally (16 million customer accounts)

Revenue Assurance

January 2009 – Oct 2010

Energy Analyst and Consultant (1 Year 10 Months)

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EDUCATION / QUALIFICATIONS

September 2011 – June 2014: BPP
CFA, Financial Analysis

2005 – 2008: University of Nottingham
BA HONS, Economics

2003 – 2005: Barnet College
A-Levels, Business Studies (A), Psychology (B), Mathematics (B)

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