

# MAX IAKOUCHEV

## PERSONAL DETAILS

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Residence            5 Aberdeen Wharf  
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Residential Status    UK Resident, Australian Citizen  
Other Languages      Russian (native)

## SUMMARY

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I have been designing and delivering Cognos TM1 solutions for the past 12 years, with 18 years' experience working with IBM Cognos products. I have designed, implemented and supported over 40 TM1 and Cognos solutions across Europe, US, Australia and Asia Pacific. IBM Asia-Pacific used my skills and assistance with their implementations on multiple occasions.

Exposure to multiple projects in different environments has most certainly helped me to stand out in the Corporate Performance Management marketplace.

The ability to assess existing deficiencies, gather requirements, and propose a solution in different markets and cultures has resulted in successful projects for my clients and led to tremendous professional growth for myself.

The university degree in Finance with in-depth focus on financial and business planning, progression to a CPA status and managing the financial planning department in one of the largest multinational companies played an important part in the success of my projects.

The convergence of a strong finance background with an expert knowledge of best in class software products is a tremendous advantage in my work.

The Corporate Performance Management field is a career choice in a fast-moving environment that has taken me to 4 different products over the last 10 years, when another product emerges to become superior to others. Years of experience working with a product and skills acquired in the process aspire me to be an expert in this narrow field.

I am very much results-driven in my implementations, with a proven track record of working independently, sometimes across different countries and time zones.

I had the pleasure of working with some of the brightest individuals in this space and, as a result, acquired a network of experts in Europe and Australia. I can always call on them to bounce ideas off, in case I suspect there could be a better solution out there.

There is no conflict of interest as I do not re-sell software. I very often push the software to its limits but never over them.

Finally, it is ultimately what clients think of my skills and results of my work that matters the most. I could not describe my work better than the way my previous and current customers have done it and hope will be doing in the future.

## EDUCATION

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*CPA Australia (2007)* Sydney

- Admission to the status of Associate of Certified Practising Accountants Australia LTD.

*Bachelor of Business (1993)* Moscow, Russia

- First Honours degree in Accounting & Finance (specialising in Budgeting and Planning);
- Acknowledged by the National Office of Overseas Skills Recognition (NOOSR) as fully comparable to accredited Australian tertiary qualifications.

*High School Certificate (1989)* Aldan, Russia

- Average mark 94.7

## CERTIFICATIONS & DEVELOPMENT

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*Cognos TM1 Developer Certification* Sydney

- Successfully completed Advanced User and Developer certification.

*Cognos Data Manager Certification* Sydney

- Successfully completed IBM Cognos Data Manager Course;
- Build Datamarts with Enterprise Data.

*Cognos Enterprise Planning Certification* Sydney

- Certified Cognos Enterprise Planning Solutions Architect;
- Certified Cognos Enterprise Planning Trainer.

*Adaytum Accreditation* Minneapolis, USA

- Adaytum Certified Professional;
- Design and implementation of enterprise planning solutions.

*Oracle Express Certification* Sydney

- Oracle Express Database administration;
- Programming in Oracle Express.

*Oracle Financial Analyser for Administrators* Sydney

- Oracle Financial Analyzer administration;
- Design, implementation and administration of Oracle Financial Analyser.

*Accounting & Control at Nestle*

York, UK

- Certification in Nestle S.A. accounting standards;
- Successful completion of field assignment on Nestlé's Rowntree factory (York, UK).

*Mars Inc. Financial System*

Maidenhead, UK

- Use of financial applications for accounting, management reporting and financial forecasting;
- Reporting to HQ for the consolidation of financial statements.

*Express database Certification*

Moscow, Russia

- Certified Express Database administrator;
- Certified Personal Express programmer;
- Application of Express in financial budgeting and forecasting.

*Small Businesses*

Moscow, Russia

- Planning your business, understanding business environment;
- Small business fundamentals;
- Project development, financial analysis, and accounting and taxation issues.

*Harvard Business Case Course*

Moscow, Russia

- Harvard University case study. International student exchange program;
- Techniques of decision making, case study, methodologies of problem solving by Douglas F Coulter, a professor in Harvard University.

## OTHER SKILLS

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IBM:	Framework Manager, Query Studio
Spreadsheets:	Microsoft Excel
Word processing:	Microsoft Word
Graphics:	Microsoft Visio, PowerPoint, FrontPage, Harvard Graphics
Database:	Microsoft SQL Server; Microsoft Access, Oracle.
Other:	Microsoft Project; VBA, Oracle SNAPI 6.2, Adobe Captivate, Adobe Dreamweaver.

## CAREER HISTORY

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May 06 – Present

**IMAX Consulting**

London / New York / Sydney

**Position**

**Principal Consultant**

**Responsibilities/  
Achievements**

- Independent consultant – IMAX Consulting Pty Ltd;
- Designing and implementation of IBM Planning Analytics, Cognos TM1 and IBM Cognos Planning, comprehensive solutions that provide real-time visibility into resource requirements and forecasted business results. They support best practices such as driver-based planning and rolling forecasts, and serve as the cornerstone for enterprise-wide performance management;
- Conducting requirements gathering, project planning and estimate of efforts for IBM Planning Analytics, Cognos TM1, Cognos Enterprise Planning and Business Intelligence implementations;
- Identifying project scope and designing of BI and planning solutions for strategic IBM Cognos customers, Cognos Partners (Bistech, PM Square, Cornerstone and SMS), and IMAX Consulting clients using TM1 and Cognos Planning;
- Preparing comprehensive solution specification documentation that consulting team is to adhere to during the implementation. Assuming full responsibility for the design;
- Heavy involvement in implementation of most challenging of projects given nearly 18 years' experience working with the TM1 and Cognos Enterprise Planning;
- Leading a team of Cognos IBM consultants engaged in projects. Conducting Quality Assurance where planning consultants from other companies were engaged;
- Assisting customers, at Cognos IBM request, with problems they may face during the implementation or support of TM1 and Cognos Planning solutions.

- Successfully implementing Cognos TM1 and Enterprise Planning solutions in Europe, America, Australia and Asia Pacific region e.g. Philippines, Malaysia, Taipei, Singapore, Hong Kong;
- Providing continuing TM1 support to my existing clients.

Mar 00 – May 06

**Cognos, an IBM Company**

Sydney

**Position**

**Principal Consultant**

**Responsibilities/  
Achievements**

- Designed and implemented of Cognos IBM TM1 and Enterprise Planning solutions, having been one of the first Cognos Planning consultants in Australia;
- Successfully delivered projects in manufacturing, banking and insurance, pharmaceutical, hospitality, resources and mining industries as well as federal, state and local governments;
- Actively participated in formulating of what later becomes Cognos Planning implementation methodology;
- Awarded Cognos Asia Pacific Consultant of the Year in 2004;
- Received Cognos Achievements Award in 2006;
- The list of my customers includes ANZ Bank, BHP Billiton Iron Ore, Frasers Property, Orix, Ergon Energy, IAG, Suncorp Metway, Queensland Department of Premier and Cabinet, Deloitte, Department of Defence, Ipswich City Council, Hastings Council, Sydney Catchment Authority, APRA.

**Reason for Leaving**

Wanted to establish my own consulting company to focus on design, quality assurance and support.

Jan 98 – Mar 00

**KELLOGG (Australia) PTY LTD**

Sydney

**Position**

**Senior Planning Analyst**

**Responsibilities/  
Achievements**

- Designed and delivered most of Express database modules of Kellogg's Planning & Budgeting System using Oracle Express Server 6.2 (Express), Oracle Financial Analyser 6.2 (OFA),

Oracle Structured N-Dimensional Application Programming Interface 6.2 (SNAPI);

- Designed and programmed the database that allows users to put together \$35 million Promotional Activities budgets and budget revisions that is being used by Marketing Department.
- Designed and built the system using Express for budgeting for administrative overheads for more than 55 users. That budgeting system is used for budgets and budget revisions as well as tracking actual expenditures and generating various types of reports. This system is the primary data collection tool allowing department heads to enter their own budgets using a number of data manipulation techniques;
- Designed and built the interface between Express database and Data Warehouse for Sales budgeting. Built Sales Budgeting System using OFA/Express, SNAPI, VB for Applications;
- Built interface between Express database and Advertising & Promotion expenditures system (Oracle Projects) using SQL.

**Reason for Leaving** Project had finished and wanted to pursue further challenges in consulting, having recognised superiority of Cognos Planning over Oracle Express and tremendous opportunities using combination of IT and my finance and business skills.

Jan 96 – Mar 97

**NESTLE FOOD**

Moscow, Russia

**Position** **Budget & Control Manager**

### **Responsibilities**

- Managed the financial planning department;
- Fully responsible for preparing the general budget and budget revisions;
- Preparation and presentation of the analysis of financial performance on a board level;
- Responsible for preparing the capital investment budget;
- Responsible for preparing monthly capital expenditure reports;
- Direct supervision of five members of staff;
- Responsible for selling price calculations for the range of more than 300 imported and locally produced products;
- Preparation of cash flow forecast.

### **Achievements**

- Brought Oracle Express for evaluation and using for planning and budgeting to improve forecasting accuracy;
- Implemented budget and control systems for the Russian company;

- Implemented company's finance procedures in Russia;
- Prepared and submitted the first consolidated general budget for the Russian market to the head office in Switzerland;
- Being actively involved in implementation of Nestlé's software and transformation of local accounts to International Standard Accounts.

**Reason for Leaving** Immigration to Australia.

Mar 94 – Jan 96

**MARS LTD.**

Moscow, Russia

**Position** Financial Planning Manager

### **Responsibilities**

- Developed and implemented the new solution for the financial budgeting and rolling forecasts using Oracle Express;
- Prepared annual budgets, budget revisions and rolling forecasts for the Russian market;
- Provided ongoing support to the personnel department database;
- Built reporting portal;
- Responsible for price determination, new product launch evaluations, brand profitability analysis, what-if analysis using Oracle Express;
- Developed appropriate cost allocation rules for locally produced products and implemented those rules for actual and budgets in conjunction with the Industrial Engineering Department.

### **Achievements**

- Improved business and financial planning by introducing new planning solution, delivering of integrated financial planning tool for the accounting and finance departments;
- Improved management reporting;
- Implemented pricing database and electronic data transmission (Express Interchange Format) to all the regional offices.

**Reason for Leaving** Company's office relocation.