

# Robert Kramer

Director of FP&A

New York, NY, USA

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## Languages

English

## About

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BRANDS WORKED WITH

Calvin Klein

LifeMD

PVH

Saatva

## Experience

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### ● Director of Financial Planning and Strategic Analysis

LifeMD | May 2021 - Jun 2022

- Became the company's first Director of FP&A after uplisting to the Nasdaq Exchange in Dec 2020
- Introduced and oversaw strategic annual planning, long range planning and monthly forecasting processes across each business unit to drive total Net Revenues to \$92.9M in 2021(+149% vs 2020)
  - Developed Rolling 13 Week Cash Flow Forecast for all business entities to align with strategic plan and forecasts
  - Conducted due diligence with Executive President of Business Development on acquisition of allergy business, Get Cleared. Worked to develop B2B and DTC partnership strategies with multiple revenue streams. The estimated incremental Net Revenue from the acquisition was ~\$10M
  - Implemented inventory management process driven by KPIs to forecast demand and reorder rates
  - Ad Hoc financial modeling and analysis to help executive team to drive objective and actionable decision making



### ● Associate Vice President of Marketing Finance and Planning

Saatva | Mar 2020 - Apr 2021

- Oversaw \$80M in annual budgets, forecasts, and strategic business plans through first ever Annual Operating Plan designed for Marketing. Using marketing channel-specific KPIs, the model and processes developed a plan for taking the company from \$300M in revenue to \$500M in 3 years
- Developed reporting processes to analyze channel success and lead cross-functional team meetings to adjust strategies to meet performance goals
  - Produced competitive research report to adjust marketing spend strategies that align with market conditions
  - The new processes and reporting reduced overall marketing spend by 3% versus revenue within the first three months



### ● Associate Vice President of Financial Planning & Analysis

Saatva | Apr 2018 - Mar 2020

- Within 2 months of closing a deal with our new Private Equity partners, designed and oversaw the first ever strategic annual planning and monthly forecasting processes across each business unit to manage all budgets for a \$200M company
- Established monthly business review cycle with all budget owners and analyzed monthly financial data to provide insights on business performance, risks, and opportunities to executive management
  - Created processes and templates for 3 Year Strategic Growth Teams to build KPIs that drive Sales and EBITDA growth targets for all new product launches, new store launches, marketing initiatives and greater call center efficiencies
  - Over 2 years, achieved an EBITDA of 3.5% of Gross Revenue, up 900 basis points versus the previous year



### ● Associate Vice President of Business Analytics

Saatva | Jul 2017 - Apr 2018

- Implemented Intacct Accounting Software by integrating with proprietary order management system via API to streamline the creation and revision process of all Sales, Purchase Orders, Inventory Levels and General Ledger entries

- Oversaw change management process by training all Supply Chain, Accounts Payable and Data Entry Leaders on new SOPs, freeing 50% of the workforce in each capacity for reallocation to other areas of the business
- Completed due diligence analysis and presented the company's Operations & Analytics strategies to stakeholders in support of a successful PE fundraising event



### ● Director of Business Analytics

Saatva | Mar 2015 - Jul 2017

Implemented Zendesk and VoIP phone system into a 70-person call center to develop process around customer service, provide call center transparency for management, and develop customer service data for deeper insights

- Developed KPIs to evaluate the performance of all customer service representatives, on leading to an increase of 20.6% in revenue per effort of work per representative



### ● Business Analyst

Saatva | Jul 2014 - Mar 2015

Created a proprietary supply chain information system to improve communication between our company, factories, and delivery partners. This allowed Saatva to manage a CAGR of 69.7% while only increasing the operational workforce by 12.5% in 3.5 years

- Developed nationwide shipping and pricing strategies to align the company's shipping abilities with company websites. Improved company margin through lower fulfillment costs in higher volume areas reducing the average delivery cost by 36.8% over three years
- Created Manufacturer Quality Control Report Card process to maintain a warranty rate of only 1.5%, which is well below the industry standard



### ● Retail Analyst (Calvin Klein)

Calvin Klein | Aug 2011 - Apr 2014

Built reporting suite (including OTB) across main wholesale businesses to manage sales, inventory and markdowns. Conducted market research to reposition the Calvin Klein Jeans Brand and identify business insights

- Acted as liaison between the sales, planning, design, and product development teams to communicate merchandising changes and strategies



### ● Cost Accounting Analyst

PVH | Aug 2011 - Nov 2012

Analyzed and implemented landed cost for all tops, bottoms and outerwear for the sourcing, operations, and sales teams

- Analyzed, reconciled, reported, and forecasted monthly air shipments and air accruals from manufacturers to PVH distribution centers