

DANIAH ROBERTSON, MBA

Kissimmee, FL • 567-249-9635 • robertsondaniah@gmail.com • www.linkedin.com/in/daniah-robertson-nacd-dc-8bb2869

Fostering business innovation, program efficiency, and agility through dynamic leadership and vision.

Daniah Robertson is a revenue generating global CFO, coordinating best in class Finance functionality in large organizations through operations and transformation, establishing strong performance track records while accelerating growth. Daniah thrives at the heart of the business, navigating complex challenges and opportunities, influencing change by collaborating and inquiring. She has excellent analytical skills, consistently identifying pain points and executing solutions that surpass expectations. She also has a natural ability to forge productive relationships and challenge the status quo. Daniah has a reputation for decreasing administrative burden, eliminating low-value agreements, enabling multimillion-dollar ROI, and reducing costs through strategic planning and opportunity identification. She utilizes a digital focus and transformative leadership style focused on insights and flexible, responsive financial analysis. Daniah is known as a collaborative, curious, driven, direct and empathetic leader.

Daniah's early career included roles as a Commercial Optimization Analyst & Supply Optimization Analyst at Sunoco and a Materials Manager at GT Technologies. She later joined BP Husky Refining, LLC in the role of Planning & Performance Management Lead, and was then promoted to Planning & Performance Reporting Analyst and later Reporting Control Team Lead.

Next, Daniah brought her advanced operational Finance experience to BP's global headquarters as a Chief of Staff at BP Downstream in London for two fast-paced years. Here, she provided direct support and oversight of the Downstream CFO's business line. She expertly functioned as the line of communication from the Global CFO to the Regional CFO, tracking company performance and reporting to the CFO. She provided the first review of capital opportunities, as well as first sight of the performance and ensured the correct analysis. Lastly, Daniah spearheaded the economic evaluation of capital investment opportunities greater than \$100M, partnering with the Investment Team.

Daniah continued to refine her executive presence as Chief Financial Officer and Board Director at BP Pulse in Milton Keynes, UK. In the UK, she directed financial reporting and compliance of a scaling EV charging business. She integrated an acquisition into BP's Downstream portfolio and evaluated additional targets for purchase and acquisition. She also maximized shareholder value and ROI as a member of the Board of Directors for three subsidiaries. Regarding personnel, Daniah coached 12 reports driving P&L administration of a \$30M turnover, scaling business and holding tension between customer centricity and growth targets, defending 40% of the UK EV charging market share. In addition, she transformed inventory control, slashing write offs by 60% and \$1M in capital by implementing a SAP S/4 HANA ERP system.

Advancing to Deputy Chief Financial Officer at BP Fuels Supply & Midstream, Daniah was selected to build and lead the strategy and planning, forecasting, and the performance management function for BP's optimization engine across Europe and North America, during a major transformation. As deputy of an integrative refining and trading business, she oversaw production plans delivering saleable end products into the market for maximum profit, coordinating an end-to-end value chain. She established operating plans, coordinating economic raw material purchases, developing digital tools, establishing global operational teams for agile integrated decisions with minimal manual intervention, reducing staff by 25%, integrating value and maximizing sales. In addition, she streamlined performance focus and delivery.

Daniah joined Sodexo in 2022 as the Vice President of Energy and Resources (\$0.5Bn US/Canada) and Chief Financial Officer at Sodexo leading the Finance function and scaling value creation through commercial leadership, sub-contractor management, optimization, client portfolio accommodation and sales support, guaranteeing robust financial controls and adherence to Group Finance policies and processes. She identified performance gaps, embedded financial systems and controls to increase margin, facilitating action plans that resulted in 75% turnaround of losses, transforming an underperforming region.

After driving business performance and turnaround at Sodexo for just over one year, Daniah was promoted to lead the >\$1.5Bn Corporate Services and Energy and Resources Finance organization as Chief Financial Officer. In this role, Daniah is currently championing performance and growth through business partnership across Food Services and Facilities Management services for Fortune 500 companies. As a trusted financial advisor to the CEO on strategic capital investments, she is supporting top line growth and cultivating a disciplined cost culture. High on Daniah's list of priorities is improving middle-of-the-page-performance by overseeing the development and implementation of commercial initiatives that drive incremental gross margin, influencing enablers to provide the support needed for success.



- **Maximized gross profit across a >\$1.5bn portfolio.**
- **Facilitated business turnaround, recovering 75% loss.**
- **Enabled 20% top line growth and largest regional win.**