



Adam Blogg

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Qualifications & Memberships

- Member, CA ANZ
- Bachelor of Commerce (Accounting), Macquarie University

Adam specialises in advisory services and business improvement strategies, working with clients to provide tailored solutions to challenges that arise throughout the business lifecycle. He assists clients with navigating complex situations by providing independent diagnostic analysis, practical advice and by helping them implement the solutions.

Adam is part of the McGrathNicol Advisory Strategy and Business Improvement team. He regularly works with management teams, shareholders, boards and lenders to improve cash flow, improve the performance of the finance team and solve complex problems with business processes. Adam appreciates the challenges of changing the way people work by working collaboratively with clients and their teams to provide practical and sustainable solutions.

Adam's experience includes cash and working capital improvement, finance function improvement, project management, business transformation, financial modelling, independent business reviews and financial advisory. He has worked with clients from SMEs to large listed companies across international jurisdictions in a range of industries.

He has spent part of his career working in London advising clients in a number of jurisdictions including the UK, the Middle-East and Africa. Adam has worked with a variety of clients, ranging from start-ups to listed corporates with global operations across a broad range of industries including financial services, infrastructure, retail, education, manufacturing, property and mining.

Engagement Experience

- Assisting the CFO and finance team of a large residential aged care provider on improving the performance of the finance team. The engagement included a specific focus on debtor collections, recovering \$6.5 million of arrears debt within a few months, as well as designing the target state finance team, key finance processes and assisting with the planning and implementation of a new finance system. Our role included PMO of the finance transformation.
- Assisting the CFO and finance team of a large sub-prime residential mortgage provider on the target state design of the finance function, which included an offshore team, reviewing the GL and Chart of Account structure and designing and implementing improvements to eight core finance processes.
- Assisting the CFO and finance team of a medium sized financial services business to review current month end processes and identify opportunities to improve the timeliness and quality of reporting to the CEO, Board and Shareholders. Our role also included the development of a pipeline tool to manage new opportunities.
- Advising a boutique fashion retailer in respect of a debt refinancing and capital raising process. His role included working with the finance team to prepare the business for the new investment, including financial modelling, collating and



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reporting information, reporting to the prospective investor, data room management and PMO support.

- Advising an association of schools on the process of closing down an underperforming college, which included detailed project planning and project management support, stakeholder analysis and implementation support.
- Working with private equity funds to review the cash and working capital management of portfolio companies, identifying opportunities to release cash from the working capital cycle and more efficiently manage their working capital cycles.
- Undertaken financial advisory and restructuring assignments of infrastructure assets in the UK that included complex stakeholder negotiations, options analysis and cash flow analysis.
- Various independent business reviews of companies in the manufacturing, construction and engineering, education, financial services, mining and mining services, hospitality and leisure sectors.