

## Elaine Baran Associate

### **Expertise**

Strategy. Operations. Finance. Budgeting and Performance Metrics.

### **Industry Experience**

Software. Hardware. E-Commerce. Travel & Tourism. Restaurant.

### **Key Positions**

Principal, Computer Sciences Corporation. Manager, KPMG Consulting. CEO and Director of Strategic Finance of a travel and tour company. Manager of Financial and Strategic Planning, Sizzler International.

### **Education**

BA, Catholic University of America; magna cum laude; MBA, University of Chicago, marketing specialization

### **Work Experience**

Elaine Baran has over 15 years of experience working with a wide range of corporate, small businesses and venture-backed clients.

Most recently, she served as CEO and Director of Strategic Finance of a small, international travel and tour company. In this capacity, she led the successful turnaround of the enterprise, taking the organization from negative retained earnings to over 500% ROI in four years. She created a new business and operating model with supporting financial model to determine product margin requirements, pricing strategy, product mix and budgeting guidelines.

At Computer Science Corporation's El Segundo office, Baran consulted in the areas of strategy and business model design with Fortune 500 clients. As a manager for KPMG Consulting's World Class Finance – High Tech practice in Silicon Valley, Baran worked with technology and other clients conducting strategic and financial assessments and performance metrics projects. She was a subject matter expert for the practice in Balanced Scorecard and performance metrics. She has developed a unique approach to business modeling that incorporates cross-functional dynamics, comprehensive marketing planning, financial analysis techniques and an understanding of the impact of human relations on the organization to create effective business plans.

Baran worked for Sizzler International as Manager, Financial and Strategic Planning. In this capacity, she conducted operating efficiency studies and recommended process changes that yielded first year savings of 2-3% in food costs. She produced a 15-year historical restaurant industry survey and analysis that identified emerging strategic issues. Baran also created a ten-year forecasting system and methodology that incorporated foreign consolidations, currency fluctuations and cannibalization algorithms.