

Mark Cracknell – CV Summary

Date of Birth: 01/05/65
Professional Qual: ACA

Mark trained as an accountant with KPMG, qualifying in 1992. He was involved in audit with specialisation in the shipping and transport sector.

In July 1992 Mark joined Nedlloyd Lijnen, the then Dutch container shipping company. Originally based in Felixstowe, Mark was transferred to Head Office in Rotterdam as Assistant Financial Controller for Europe and Africa. His responsibilities included management information and finance systems.

In 1995 Mark was approached by P&O Containers to head up a team to roll-out a new global finance system with specific responsibility for Europe (17 countries) and successfully completed this project in 1997. This also included a merger with his old company Nedlloyd Lijnen in 1997 to form P&O Nedlloyd.

In a move away from systems, Mark was appointed CFO of an international tank container leasing company in 1997 and was instrumental in growing the company to a \$10 million turnover in the first two years. IT and systems implemented during his period in charge included finance and equipment control and billing.

With a desire to get back to a systems orientated role, Mark joined Freightliner (the rail logistics company) in 1999 as Systems Accountant and was responsible for the selection and implementation of a finance and management information system across the UK business. The reporting product used in this project was Cognos and, so impressed was he by the solution, he joined Strata (a Cognos reseller) in 2001. This enabled Mark to obtain a vast knowledge of the financial reporting and business intelligence market whilst working on a number of large implementations.

In 2003 Mark started up his own business as a management consultant specialising in management information and finance systems. This includes advising clients on system selection (being vendor independent) and also systems implementation in a number of applications. Since 2003 Mark has been involved in:

- MIS implementations and development (on-going) for 10 clients based in the UK and Europe. The clients range from £20 - £500 million turnover.
- Systems selection projects for clients in the UK including finance systems and Management Information Systems

Over the years Mark has gained considerable experience in the finance systems and management information systems market. This knowledge, coupled with his financial qualification and international business experience, enables him to add considerable expertise to projects in this area.