

Liana Minasian

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Summary of Qualifications

Experienced Leadership Professional – Experienced financial and digital transformation leader with a global approach and expertise in Financial Reporting utilizing Power BI, Executive Dashboards, Financial Systems Implementation, Program Management, Digital Transformation, Strategic Planning, Team Leadership, Business Strategy, Data Governance, Planning Budgeting & Forecasting, Analytics, Business Intelligence (BI).

Professional Experience

Several Firms (Data Management, BI & Analytics), (Santa Monica, CA)

Oct. 2016 – Present

Firms Include: Cushman&Wakefield, Informa Financial, Board International

Leader in Reporting, Data Management, Business Intelligence (Power BI)

- Responsible for transforming vast data sets into compelling and actionable insights.
- Streamline data and reporting throughout the organization.
- Lead data management and visualization to insight generation and strategy presentation utilizing Power BI.
- Develop Executive Dashboards with Power BI and made it simple and digestible for anyone to grasp the information.
- Responsible for data integrity of large quantities of data for reporting.
- Develop organizational and business unit KPI's and data analysis.
- Responsible for companywide ad-hoc and static financial reporting
- Work with analytics team on optimizing existing queries and proactively make recommendations for system improvements.
- Implement financial software and train the users with its features.
- Manage and maintain documentation of database processes, procedures, standards, schema design, and best practice.
- Oversee the flow of cash and financial instruments; use financial modeling to simulate financial scenarios.
- Produce financial reports, develop strategies and plans for the long-term financial goals of the organization.
- Develop Capital Schedule model in Excel and Power BI for tracking, management, and analysis of the capital and cash flow needs for the firm.
- Manage a pipeline of demand projections and capital needs; perform financial planning and budgeting.
- Lead a project for Business Intelligence and Analytics utilizing Power BI and cloud computing.
- Proficient in financial reporting, executive dashboards utilizing Power BI.

Parkview Financial (Los Angeles, CA)

Apr.2015-Oct.2016

VP Finance

- Prepared financial statements, business activity reports, and forecasts; monitored financial details to ensure that legal requirements are met by utilizing Power BI.
- Reviewed company financial reports and found ways to reduce costs.
- Analyzed market trends to find opportunities for expansion or for acquiring other companies.
- Modeled and analyzed commercial real estate portfolios for various purposes using Argus and excel models.
- Conducted Statistical Analysis for competitive opportunities in Real Estate Investments.

CBRE Global Investors (Los Angeles, CA)

Jan. 2012-Apr.2015

Finance Associate/Consultant

- Implement financial software and train the users with its features (i.e., DOMO, PowerBI, Tableau).
- Transform vast data sets into compelling and actionable insights.
- Lead data management and visualization to insight generation and strategy presentation.
- Manipulate copious quantities of data in various forms into a specific structure/format required for analysis.
- Analyze customer data through query, reporting and/or data mining techniques.

- Work with analytics team on optimizing existing queries and proactively make recommendations for system improvements.
- Develop and maintain documentation of database processes, procedures, standards, schema design, and best practice.
- Supervised employees responsible for financial reporting and budgeting.
- Manage a pipeline of demand projections and capital needs; perform financial planning and budgeting.
- Lead a project for Business Intelligence and Analytics utilizing Power BI and cloud computing.
- Create Discounted Cash Flow Models for acquisition/disposition decisions. Proficient in waterfall return calculations, investor reporting, executive dashboards utilizing Power BI.

City National Asset Management (Beverly Hills, CA)

Jul. 2010-Dec. 2011

Associate-Finance

- Direct the organization's budgets to meet its financial goals.
- Research and analyze financial reports and market trends.
- Provide insightful information to senior executives to aid in long-term and short-term decision making.
- Review financial data and prepare monthly and annual reports.

First Regional Bank (Century City, CA)

Nov. 2007-Feb.2010

Sr. Financial Analyst

- Report directly to the COO and CFO on all matters regarding financial statements and risk management of the company.
- Create financial models based on financials to forecast corporate profitability.
- Present financial reports to board members, stakeholders, executives, and clients in formal meetings.
- Oversee the investment of funds; carry out strategies for capital raise to support the firm's strategy.
- Examine financial and legal documents to verify accuracy and adherence to financial regulations and acceptable financial principles.

Education

Pepperdine University Graziadio School of Business and Management, Malibu, CA

2018

- Master of Business Administration (MBA) - concentration **Finance (GPA Finance 3.9/4.0)**
- **Berlin, Germany** – International Business Course Requirement – The Future of German Business

California Polytechnic University, Pomona, CA

2007

- Bachelor of Science (B.S.)- major **Finance** (w/Real Estate and Law)

Fixed Income Series Class (TCW Series), Los Angeles, CA

2011

- Treasuries and Agencies, Mortgages, Derivatives, International Bonds, Municipal, Alternative Investments

University of California, Los Angeles, CA

2015

- Real Estate Investments + Investment Management & Analysis (Certificate)

Technical Skills

Independent Project – Created a Statistical Model using Linear Regression for buy/sell/hold recommendations for real estate investments.

Technical Skills

- Software as a Service (SaaS) - IT Management - Team Leadership- Data Governance- Analytics-Business Intelligence (BI) - Business Intelligence - Customer Relationship Management (CRM) - Data Warehousing - Program Management - Leadership - Data Engineering
- DOMO Certified, Argus, Tableau, Yardi, SharePoint, Salesforce, Monday.com Moody's Analytics, Power BI.