

## **Finance Partnering Workshop 2022 – biographies**

### **Sean Purcell, Wise Up Now**

Sean Purcell BA ACMA CGMA trained as an accountant with Courtaulds Textiles Plc (then one of the world's largest textile companies) operating in various sectors including retail and internal audit leaving as the Group Financial Controller of one of its largest divisions. He is currently a partner in Wise Up Now a specialist consultancy helping finance teams deliver higher value to their businesses.

Sean had been involved in training and development of finance staff for over 20 years and was a founder member of the organisation which is now Kaplan in the UK. He has also been involved in management development and CPD of finance teams both in the UK and overseas having delivered over 100 courses in Singapore, Malaysia, Hong Kong, Sri Lanka, Zambia and Croatia.

He is a regular contributor to accounting magazines having written over 30 articles. He was voted runner up in lecturer of the year awards by PQ magazine in the UK in both 2013 and 2014.

### **Olwyn Merritt, Pure Potential Development Ltd**

Olwyn Merritt is a highly experienced executive coach to senior executives and directors in some of the most well-known blue chip companies. She spent twenty years in senior management positions in fast paced organisations leading highly successful teams who generated significant revenues – from the highly successful startup's of Energis and Kewill to heading BT's Winback and Competitive Response teams which brought back £180 million of returned revenue to BT under her leadership.

Many of Olwyn's clients come to her because they want to improve "how" they lead. Many have built a name for being great in their area of expertise and now want to become equally excellent at leading others. They want to inspire; to have greater presence and make a greater impact; to build productive peer relationships and manage their stakeholders well; to manage themselves more effectively and assert themselves appropriately when they need to. They also want to galvanise their teams' efforts to drive stronger results to the bottom line.

Olwyn's clients include Vice Presidents and Directors as well as high potentials at Dell, Microsoft, Motorola, National Instruments, AbbVie, HSBC, Allianz Commercial, Barclays Bank, Smith & Nephew, Clifford Chance, QinetiQ, Astellas, Knight Frank, Premier Foods, Oracle, McAfee, Nokia Siemens Networks, BGL, NHS, Everest, CIMA (Chartered Institute of Management Accountants), State Street, Legal & General, Life Technologies, Rydon and DSM.

### **Andi Lonnen, Finance Training Academy Ltd**

Andi is an international trainer and has an upbeat & enthusiastic approach delivering her training in an easily understood and engaging manner with skills that can be implemented in the workplace immediately and have everyone buzzing to do so! Also a conference speaker at high profile conferences & events including the NHS, ACCA, CIMA, AAT, Growth Accelerator, Forward Ladies, Thrive Yorkshire and many more. She has authored 'Be Fabulous at Finance' published by Oodlebooks & a cycle touring book and has published articles in Finance Director, FT Adviser, Business Money, Women Leaders Association, Kent Women in Business. Andi has also chaired the ACCA Business Leaders Forum, Corporate Sector Network and Yorkshire Women's Network

Background. She is a fully qualified FCCA accountant with many years' financial experience to Commercial Finance Director level in addition to being a qualified ILM trainer and serves as an elected member of the Professional Speaking Association (PSA).

Anders Liu-Lindberg, Business Partnering Institute

Anders Liu-Lindberg is the co-founder, COO, and CMO at the Business Partnering Institute and owner of the largest group dedicated to Finance Business Partnering on LinkedIn with more than 9,500 members. He has ten years of experience as a business partner at the global transport and logistics company Maersk. He is also the co-author of the book "Create Value as a Finance Business Partner" and a long-time Finance Blogger on LinkedIn with 60.000+ followers.'