Paula Rabinovich

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PROFESSIONAL PROFILE

Degree in International Trade and a Postgrade in Management.
Experience as Regional Director in Share Services for Order To Cash (OTC) for Latin America, leading a multidisciplinary team of 70 people, solid experience in the area of collections, credit analysis, billing, cash application, customers reconciliation and contract administration.

In charge of different collection portfolios in multinational companies and difficult negotiations with top clients and big companies, also extensive knowledge of the region's cultures and local requirements. Experience in merge and acquisitions, implementation of systems and projects, process efficiency, reduction of management indicators (KPI), customer service and team reorganization.

I am fast at decision making and executing action plans, always willing to learn and with skills to adapt to different work environments.

WORK EXPERIENCE

WBD – WM – Turner **September 2002 - Current**

Warner Bross Discovery January 2021 - Current

Director Order To Cash Latam

Direct report to VP OTC Global based in Atlanta, within the Global Business Services (GBS).
I lead a team of 70 people, reporting from several offices: Atlanta, Mexico, Colombia, Chile, Brazil and Argentina.
Responsible for OTC Share Services for LATAM for billing, collections, credit analysis, contract administration, decoders, customer reconciliation & pre-invoicing and advertising certification, for different business units of the Company.

- Led the transition and creation of OTC Share Service in Mexico.
- Participated in the implementation and integration of systems, because of the merger between the Companies, seeking to quickly standardize and homogenize systems and processes, generating efficiencies in day-to-day activities and improving KPIs of the region (decreased DBO, DSO and > 120 days).
- Executed improvements in collection process to increase the cash collected and reduced the rates of the area, aiming to be below 120 days past due for Aging.
- Implemented SAP S4 Hana for billing, collections, statements accounts and payment application for Argentina and Brazil, re-designing and defining the processes together with the functionalists and developers.
- Led the SAP Hana update for OTC for Colombia, Chile, Mexico, Brazil and Argentina.

WarnerMedia November 2016 – December 2020

Director Revenue Services LatAm (Director Regional)

Direct report to LatAm Controller based in Atlanta, within Accounting Business Services (ABS).
A team of 39 / 60 people, divided into Chile, Argentina, Mexico, Brazil, United States and Colombia.
Portfolio of 730 clients.
Responsible for OTC (accounts receivable, credit analysis, billing, cash application, contract administration and decos) for Latam on the advertising, distribution, licensing and direct to consumer businesses, including the operation of Chilevision (Chile) and TopSports (Brazil).

- Led the integration between Turner and HBO for OTC, unifying systems and standardizing processes of both companies, in a record time of 6 months and with the pandemic.

- Led the implementation of local electronic billing in Colombia and Mexico in SAP S4 Hana, establishing the definitions and design of the processes together with the functionalists and developers.
- Executed a management plan to reduce 50% of the withholdings pending collection in Latam during the last 5 years of HBO collections, covering 70% of the outstanding amount in Aging.
- Promoted the integration of cultures, promoting commitment, responsibility, and empowerment of teams, generating an excellent work environment and promoting the professional and personal development of each one.
- Participated in the acquisition and integration of CDF (Canal de Fútbol de Chile), in relation to OTC.
- Participated in the definitions and implemented the new SAP S4 Hana version for Chile, designed the collection and payment application processes, worked with SAP functionalists and developers.

Turner International Argentina September 2002 – October 2016

Accounts Receivable & Contract Administration Sr Manager Southern Cone January 2015 – October 2016
Direct report to VP Administration and Finance Southern Cone.
A team of 12 people, 11 in Argentina and 1 in Chile.
Responsible for contract administration for affiliate sales and decoders for the Southern Cone. Responsible for accounts receivable and credit analysis in the Southern Cone & Andean Region. Portfolio 600 clients for advertising, distribution and licensing.

Accounts Receivable Sr Manager, Southern Cone December 2012 – December 2014

Accounts Receivable Manager, Southern Cone September 2007 to November 2012

Accounts Receivable Supervisor, Southern Cone March 2005 to August 2007

Collections Analyst September 2002 to March 2005

Agilent Technologies Argentina SRL November 1999 to September 2002
Coordinator, Treasury and Collections

Hewlett Packard Argentina SA February 1998 to October 1999
Credit and Collections Analyst

EDUCATION

Postgrade studies in Business Management*, UADE* University, 2015.

International Trade*,* La Matanza National University (UNLM), 2001.

Executive Program on Negotiation Skills, Palermo University, 2006.
Executive Program on Business Management, CEMA University, 2006.

Languages & Systems:

English: advanced level **Portuguese**: intermediate level

Corporate systems: SAP S4 HANA 2023 (Modulo SD, FI & Reporting) - PeopleSoft 9.1, Enterprise, Armada, Summa ++, Geminis, Aleph, Counterpoint & Ibravo.

TRAINING

- Woman's Leadership Academy (Negotiation, Professional Image, Networking and more) – 2022
- Bold Directors: In Company program (Management & Leadership tools, Innovation, Radical Candor, Design Thinking) - 2021
- Shaping the Future: Argentina Leadership & Innovation Program - 2020
- Leading in accelerated times, Tim Lucas (Design Thinking model) - 2020

PERSONAL INFO

Date of birth: 15th April 1978.
City: Ituzaingó