

## CONTACT

Copenhagen, Denmark
maarten@maartenstapel.dk
maartenstapel.dk

## SKILLS

Business partnering
FP&A, budget & forecast
Controlling & month-end
Group reporting & consolidation
KPIs & performance management
Cash flow, NWC & CAPEX reporting
Excel, PowerPoint, think-cell
SAP BPC, BI/BW, HFM
Power BI, Dynamics 365
AI: Claude, Copilot

## VALUES

**Ownership**
Whatever the complexity

**Quality & structure**
Numbers that hold up

**Collaboration**
Across stakeholders

**Clear communication**
Complex made clear

## LANGUAGES

Dutch, English: fluent
Danish: professional
PT, ES: advanced
FR, DE: basic

## EDUCATION

**CPA Australia**
2018

**MSc Business Econ.**
UvA, 2007

**BSc Business Econ.**
UvA, 2005

Minors: Danish, Portuguese

# Maarten Pieter Stapel

**Interim Senior Finance Professional | FP&A, Business Partnering & Controlling | CPA, MSc**

CPA-qualified finance professional with 15+ years in FP&A, business partnering, controlling and group reporting at international groups such as Demant, Nilfisk, Georg Jensen and A.P. Møller-Mærsk. I step into assignments quickly: I partner with management, own the planning, forecast and reporting rhythm, and make numbers clear enough to act on. I have also co-founded and run my own company. Available immediately in Copenhagen, on-site or hybrid.

## ASSIGNMENTS I CAN TAKE ON

- **Cover roles:** maternity, parental or long-term cover as finance business partner, controller or FP&A manager.
- **Planning cycles:** budget, forecast and 3-year plan, including scenario and cash flow planning.
- **Close and reporting:** month-end, management and board reporting.
- **Business partnering:** challenging and advising directors and leadership teams on revenue, margin and cost.
- **KPIs and performance:** KPI frameworks, net working capital, CAPEX reporting and cost transparency.
- **Group reporting:** consolidation and post-merger reporting.
- **Systems and process:** SAP, EPM and BI rollouts, from requirements and workshops to go-live.

## WORK EXPERIENCE

Demant

**Senior Group Business Controller FP&A** | Demant | Smørum, Denmark | 2022-2026. Finance partner to senior management on planning, forecasting and performance, with focus on board reporting.

- Partnered on budget and forecast cycles across multiple entities
- Owned cash flow, net working capital and the 3-year plan process, plus CAPEX reporting
- Owned the NWC and free cash flow KPI framework, with variance analysis for management
- Contributed to ~80% EBIT-to-FCF conversion as part of a team effort
- Turned board reporting from text-heavy decks into insight-driven narratives

EPOS

**Global Business Controller** | EPOS (Demant company) | Ballerup, Denmark | 2020-2022. Business partner to country directors in a newly independent consumer electronics company.

- Challenged country directors and executive management on revenue planning and margins, making hidden discounts visible
- Built transparency on marketing spend and the wider cost base
- Standardised global provisioning and reporting for consistent P&L visibility

WSA

**Finance Business Partner** | WSAudiology | Lynge, Denmark | 2019-2020. Finance partner to the global marketing leadership.

- Part of the marketing leadership team, holding the marketing budget across all group functions
- Built post-merger reporting tracking synergies and budget across 11 marketing functions
- Delivered a COVID scenario forecast across all functions within 48 hours

## ORGANISATIONAL

**Treasurer and Board Member**
Stichting de Beer, 2015-present

**Co-founder and Board Member**
Light Skateboards, Amsterdam, 2007-2017

**Board and Activities Committee Member**
International Student Network (ISN), Amsterdam, 2004-2006

## ABOUT ME

Passionate about surfing, travelling and investing. I run my own investing website: notyourfinancial advisor.com
Football trainer at KB (Kjøbenhavns Boldklub). Based in Copenhagen with my family.

**Group Business Controller** | Georg Jensen | Copenhagen, Denmark | 2017-2019. Business partner providing regional performance insight to management in a premium consumer brand.

- Upgraded Group Management Reporting with data-driven storytelling and visualisation
- Standardised the global marketing account plan and implemented core KPIs in an EPM system

**Group Management Accountant & Business Analyst** | Vistra | Amsterdam, Netherlands & Limassol, Cyprus | 2013-2017.

- Business partner to the COO and CCO during rapid international growth
- Key financial lead in consolidating independent businesses into one group with consistent reporting and controls
- Evaluated a dual-track exit (PE partnership versus IPO) for the board

**Controller Norway** | Nilfisk-Advance A/S | Brøndby, Denmark | 2010-2012.

- Commercial business partner to the Cluster Director
- Customer and product profitability analysis, and took part in a pricing project
- Reporting and compliance for Group Accounting
- Led the SAP implementation for the Norwegian office

**Financial Controller & Analyst** | A.P. Møller-Mærsk | Copenhagen, Denmark | 2007-2009.

- Financial support to Group IT and Group Accounting
- HFM reporting for consolidation