

Adcorp

Adriaan Louw, Managing Executive

Give a brief introduction of yourself and your business.

I am the Managing Executive of IT Resourcing and Solutions at Adcorp, one of the segments that was originally assigned to Alta van Heerden before her portfolio was extended.

Describe your business before The FD Centre got involved and some of the issues that have been addressed since the Principal's involvement in your business (describe your experience with The FD Centre).

Alta joined us in February, shortly after our financial executive resigned and just before the financial year-end. Although she knew little about our business, she did an excellent job of handling the audits.

Did the Regional Director understand your requirements and meet your expectations? How, why?

Yes. Alta's was one of the only segments which handed in their audits on time, despite the fact that she was new to the organisation.

What value do you feel that The FD Centre / Principal has brought to your business during their time working with you. Did you extend the contract or have another project that needed to be done?

She made a very big difference to the organisation in only a short space of time. Alta not only did a great job within her own segment; she also left her mark on the way we implemented controls and processes. Thanks to Alta, we are better equipped when it comes to forecasts and projections.

Tell me about the relationship you have with the Principal you are working with/have worked with.

Although I work closely with the financial department, I am not an accountant. Alta helped me get to grips with areas I felt unsure of, and so she helped me grow. By the same token, she was receptive to learning more about how our business works, so there was mutual education.

What impact has the Principal / The FD Centre made on your business?

Alta helped to steady the finance team during a very difficult time. She effectively did the work of two people. An old hand at the business, she knows what needs to be done and gets on with it, and has great respect for the confidentiality that is required of her. She was literally a lifesaver, and she will be sorely missed – we valued her level of commitment and her willingness to go beyond what was required of her. We will definitely stay in contact.

How has the Principal supported and developed your Finance Team during their time with you? How has the Principal added value to your business? What measurable benefits have you seen?

She helped the Finance Team navigate through a challenging period and offered guidance wherever needed. She built a strong relationship with the Financial Manager, and generally improved our processes, especially with regards to forecasting.

What message would you have for other businesses considering an Interim FD?

If you need someone to steady your ship, The FD Centre should definitely be on your list.