

Philip de Vroe



“Few things are impossible in themselves; we more often lack the perseverance to make them succeed than the means.” - La Rochefoucauld

Philip de Vroe
Associate

Leadership/Industry Experience

Philip de Vroe aims to make strategy, finance and leadership enjoyable and easier to understand. Philip delivers training in various formats: YouTube videos, classroom sessions, webinars, and business simulations. The common thread in his learning & development activities is the belief that business strategy and financial performance are symbiotic, and that innovation occurs at the intersection of disciplines. He enjoys sharing his love of learning in such diverse locations as Abu Dhabi, Budapest, Copenhagen, Florence, London, Munich, San Francisco, Singapore, and Zurich. He is an active TRI team member in the delivery of experiential learning programs, as well as the writing of new case studies and business simulations. His Finance Storyteller YouTube channel has videos ranking at or near #1 on search terms such as EBITDA, DuPont analysis, SG&A, and CapEx vs OpEx.

Philip's broad financial knowledge and skills help companies focus on growth by putting the right metrics, analysis and reporting tools in place. Experiences include financial planning and analysis and business controller roles at Applied Biosystems, as well as valuation and due diligence projects for private equity investments. Analytical excellence and a focused problem-solving approach drove these assignments to successful completion. Always an integral part of his projects, Philip coaches direct reports and peers to achieve higher productivity and personal effectiveness. Prior to starting his own business in training and financial consulting, Philip built his financial curriculum through a wide variety of roles during nine years at General Electric (GE) in Europe and the US, both on the industrial as well as financial services side of GE. He successfully interacted with business leaders and their operational teams to drive business results, thriving in cross-functional settings where bridges can be built.

Past Positions

- Business Controller Emerging Territories, Applied Biosystems (ABI)
- Manager Financial Planning & Analysis Europe, Applied Biosystems
- European Controller, GE Capital Commercial Finance (GE)
- Senior Financial Analyst, GE Plastics
- Product Line Finance Manager, GE Plastics
- Sourcing Finance Leader, GE Plastics

Distinctions

- GE Financial Management Program (FMP) graduate
- Six Sigma Blackbelt, GE Plastics

Education

- MS in Business Economics, Erasmus University Rotterdam, The Netherlands

Personal

Philip enjoys reading, deadlifting, guitar playing, and investing in the stock market.

Contact Information

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