

DIDAR MERVE DURGE

Senior FP&A & Finance Professional | Financial Controlling | Management Accounting
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PROFESSIONAL SUMMARY

Senior finance professional with over 10 years of experience across FP&A, financial controlling, management accounting and advisory roles in multinational and UK business environments. Experienced in budgeting, forecasting, long-range planning, management reporting, variance analysis, financial modelling and investment appraisal, with a strong focus on translating financial data into decision-ready insights. Advanced Excel, SAP and Power BI user with hands-on experience applying AI-assisted workflows to financial modelling, including formula development and source-data validation, alongside live digital product development. Based in Manchester, UK.

KEY COMPETENCIES

• Financial Planning & Analysis (FP&A) • Budgeting, Forecasting & Long-Range Planning • Financial Modelling & Scenario Analysis • P&L, Cash Flow & Variance Analysis • Management Reporting & KPI Frameworks	• Finance Business Partnering • Investment Appraisal & Decision Support • Cost Optimisation & Performance Management • SAP (FI/CO & BW), Power BI, Advanced Excel • AI-Assisted Analysis & Automation
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PROFESSIONAL EXPERIENCE

Finance Consultant & Director

Juniper Business Consulting Limited | Manchester, UK

Nov 2020 – Present

- Lead financial planning, budgeting and forecasting engagements for SME clients, developing dynamic financial models using advanced Excel techniques to support data-driven decision-making.
- Design and implement Power BI dashboards and reporting solutions, transforming raw financial data into actionable business insights for executive leadership teams.
- Conduct in-depth variance and trend analysis, identifying financial and operational discrepancies and providing strategic recommendations for performance improvement and cost optimisation.
- Prepare and review financial statements in compliance with UK GAAP and IFRS, ensuring transparency and accuracy in financial reporting for multiple client engagements.
- Collaborate with cross-functional teams to define and track Key Performance Indicators (KPIs), delivering real-time insights into operational and financial performance.
- Deliver scenario modelling and investment appraisals to support strategic planning and risk management initiatives for diverse client portfolios.
- Provide training and workshops on Power BI and Excel best practices, elevating analytical capabilities across client organisations.

Financial Controller

GEFCO (Multinational Logistics Group, PSA Group subsidiary) | Istanbul, Turkey | Dec 2016 – Mar 2018

- Managed the full monthly and quarterly financial close process, including reporting, forecasting, accruals and IFRS provisions in SAP.
- Prepared monthly and quarterly P&L reporting packages and presented financial performance analysis to senior management and department leaders.
- Led budget vs. actual variance analysis at all levels of the P&L, identifying cost-saving opportunities and providing actionable recommendations to leadership.
- Responsible for the consolidation of financial functions across the company, ensuring accuracy and consistency in group reporting.
- Prepared periodic financial statements according to IFRS, including P&L, balance sheet and cash flow budgets.
- Partnered with sales and marketing departments to resolve financial issues and provide commercial finance support.

- Performed monthly closing of general ledger accounts in SAP and managed reporting data entry into SAP BW for monthly actuals.

Assistant Financial Controller

GEFCO | Istanbul, Turkey

Jan 2015 – Dec 2016

- Supported the Director of Finance in ongoing controlling and accounting matters, including monthly close, reporting, forecasting and accruals.
- Contributed to the consolidation of financial functions and monthly headcount reporting.
- Performed monthly profitability analysis by customer and destination, providing insights for commercial decision-making.
- Assisted in preparation of monthly and quarterly P&L reporting packages and managed SAP BW reporting data.
- Calculated and entered IFRS provisions in SAP, ensuring compliance with international reporting standards.

Financial Planning & Analysis Analyst

Istanbul Bilgi University (Laureate International Universities) | Istanbul, Turkey

Feb 2014 – Oct 2014

- Managed operational expense budgeting, forecasting and Long-Range Planning for academic and administrative departments across multiple cost centres.
- Conducted monthly variance analysis of actual vs. budget operational expenses, presenting findings and follow-up actions to cost centre managers.
- Prepared bridging analyses, risk & opportunities reports, and ad-hoc financial analyses to support management decision-making.
- Developed and presented P&L by degree programme, providing financial visibility into academic profitability.
- Responsible for financial analysis and presentation of capital investment projects to regional headquarters.

Senior M&A Tax Consultant / Senior Tax Auditor

KPMG Türkiye | Istanbul, Turkey

2011 – Feb 2014

- Performed tax due diligence for M&A transactions, identifying tax exposure and risk assessment for deal structuring.
- Provided advisory on tax-efficient acquisition and disposition structures, including joint ventures and divestments.
- Developed post-deal tax liability forecasting models to support business integration planning.
- Prepared vendor-side documentation and provided tax advice on sale implications, including pre-deal reorganisation.
- Conducted corporate income tax audits, analysing financial records, ledgers and bank balances for compliance with Turkish tax regulations.
- Delivered Full Certification Audit Reports for corporate clients.

AI, DATA & PRODUCT EXPERIENCE

- AI-enabled finance: Use AI-assisted workflows to translate modelling logic into formulas and validate selected outputs against underlying source data, while retaining ownership of assumptions, financial logic and final decisions.
- Digital products: Built and operate GiftPot, a live consumer web product using AI-assisted development with relational production data, SQL-based systems and payment workflows; also built and launched the iOS product Riddle.Me using AI-assisted development.

EDUCATION

Bachelor of Business Administration (English Medium)

2004 – 2010

Dokuz Eylül University, Faculty of Economics & Administrative Sciences, Izmir, Turkey

Languages: English (Professional Working) | Turkish (Native) | French (Elementary)
