Jonathan Denley

johnnydenley@gmail.com · jonathandenley.com · London, UK

Strategy & Operations | Business Cases, Operating Models & AI-Driven Automation

> **Most of my best work was never in the brief.** Modelled the raise scenarios for a DeFi project that went on to raise **$35M**, starting from nothing but its product code; self-created J&J's finance automation role while still on its graduate programme.

9+ years in finance, strategy and operations, from Johnson & Johnson's Finance Leadership Development Program to five years as the right hand to founders and investors. I turn ambiguous problems into quantified decisions: business cases, operating models, metrics and the processes to deliver them. At J&J I created my own role automating work for 20+ analysts; most recently I built an AI analyst team that finds and stress-tests growth bets, with no engineers.

> **Current builds, designed and built with AI. Kora Operating Hub** (jonathandenley.com/work/kora): a working reference model of an AI-run strategy function for a fictional money-transfer company. Signals become ideas; AI analysts size each one as bear, base and bull while a challenger argues against it, every number is re-run in code, and I make the call at each gate. An idea becomes a sized case in under an hour; on its own data it found that **2% of customers drove 46% of revenue**. Also **AI Ops Lab** (jonathandenley.com/work/northbeam): agents for onboarding, approvals and month-end close; and **Runway Desk** (jonathandenley.com/work/runway): runway, burn and scenarios from messy finance exports.

EXPERIENCE

Independent Finance & Strategy Consultant 2021 – Present

London, UK · fintech and early-stage ventures

Right hand to founders and investors who typically arrived with a plan but no numbers, turning it into a quantified case and an operating model to deliver it.

- Modelled the raise scenarios for a DeFi project that went on to raise **$35M**, building the complete financial model from its product code, then turned it into a live tool fed with actuals: runway, early-warning indicators and rolling forecasts against plan
- From a single strategy deck, built business cases, revenue sizing and **5-year forecasts** for a UAE investment fund weighing **six ventures** across smart cities, digital trade, exchanges, events and tendering, giving it a like-for-like basis to prioritise capital
- Built fundraising-ready P&L, cash flow and valuation models for a neobank and an accounting software startup, covering budgets, hiring plans and growth scenarios

Johnson & Johnson · Finance Leadership Development Program 2017 – 2021

Prague · Maidenhead · Zug

Supply Chain Finance Analyst, Consumer Health EMEA Zug, CH · Jan 2020 – Jan 2021

- Finance partner to EMEA sales and marketing on go-to-market and launch decisions; stress-tested business cases on pricing, promo spend, volume and margin, and reshaped weak proposals into commercially viable plans
- Built investment appraisals for regional directors on factory expansions, product rollouts and capital allocation
- Owned end-to-end COGS reporting for the region and automated **90%** of the monthly reporting process

Finance Analyst, Global Functions → Finance Automation Lead Maidenhead, UK · Apr 2018 – Jan 2020

Self-created role: hired as an analyst, spent the final year leading finance automation

- Consolidated data from **4 ERP systems** into one trusted source feeding automated dashboards for **20+ analysts**, cutting data gathering from **5 days to 15 minutes**
- Set up the intake, mappings and data rules across sectors, working with data teams on access and sector finance leads on what each needed; the framework was adopted across the region
- Streamlined FP&A workflows, reducing the function's headcount requirement by **40%**

Finance Analyst, Medical Devices (Global Services) Prague, CZ · Aug 2017 – Apr 2018

- Taught myself Alteryx within weeks of joining and, unprompted, automated most of my recurring month-end and quarterly work

EDUCATION & QUALIFICATIONS

- **BSc Business Economics (First Class Honours)**, University of Leeds · 2013 – 2017 · dissertation (econometric analysis of M&A) ranked in the top 20 across the economics department · exchange year at IE Business School, Madrid
- **CIMA** · Operational and Management levels passed, all first attempt (self-studied)

SKILLS & LANGUAGES

- **Strategy & operations:** business cases, market sizing, operating rhythm, KPIs, cross-team delivery, board and investor materials
- **Finance:** P&L, cash and scenario models, unit economics, budgeting
- **AI & data:** AI-built tools and workflows, Alteryx, SQL, automated reporting
- **Languages:** English (native), Portuguese (fluent), Spanish (advanced)