Veysel Coşkun

Head of Finance, Global Emerging Markets · FP&A · Commercial Finance · Finance Transformation

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SUMMARY

Senior finance leader with 15+ years of international experience in consumer goods and FMCG. Built Hasbro's Global Emerging Markets finance function from zero: governance, SAP implementation, reporting architecture, internal controls, planning cycles and team structure, across a 20+ market distributor portfolio in EMEA, APAC and Latin America. Trusted partner to senior business leadership, with experience in listed multinationals and a PE-backed company, and actively applying AI and automation to FP&A and reporting.

SELECTED IMPACT

$10M+
operating losses saved over three years through a distributor model

1–2 years
to profitability for five markets moved into the portfolio

20+
markets and third-party distributor partners governed

Day 4
actuals across a cluster of 15+ countries

CORE STRENGTHS

- Finance transformation and operating model design
- FP&A: budget, long-range plan, rolling forecast
- Commercial finance, pricing and gross-to-net
- Distributor and outsourced operating models
- Internal controls, SOX, US GAAP and IFRS
- SAP implementation and reporting architecture
- Power BI dashboards and master data governance
- AI and automation in FP&A

HEAD OF FINANCE, GLOBAL EMERGING MARKETS · HASBRO · NOV 2018 – PRESENT

- Joined at inception with no finance infrastructure; led the end-to-end build across 20+ markets.
- Designed consolidated and market P&Ls, close cadence, planning cycles and performance reviews.
- Led SAP configuration: chart of accounts, cost centres and reporting hierarchies.
- Directed the move of loss-making local operations to a distributor model in five markets.
- Built the internal controls and approvals framework with the Regional Compliance team.
- Finance partner to the BU General Manager on investment priorities, budget, forecast and long-range plan.
- Built pricing waterfall and margin scenario models; led ROI evaluation of trade and marketing investment.
- Established master data governance, and built Power BI and Excel dashboards that replaced manual reporting.

EARLIER CAREER

Financial Manager, Turkey, MENA and Eastern Europe

Hasbro · Oct 2014 – Nov 2018 · Istanbul

- Ran monthly cycles (actuals by Day 4), quarterly outlooks and annual budgets for a 15+ country cluster.
- Governed pricing, trading terms, A&P and gross margin by channel, brand and market.
- Designed target-setting frameworks and KPI scorecards; governed SOX-compliant controls and US GAAP reporting.

Budget & Reporting Executive, Supply Chain & Operations Finance

Golf Dondurma, PE-backed ice cream manufacturer · May 2013 – Oct 2014 · Istanbul

- Liaison with private equity investors; prepared Board decks and reporting packs.
- Production cost analysis, seasonal demand variance and SKU-level gross profit reporting.

Financial Control Specialist, Supply Chain & Operations Finance

Kellogg Company · Oct 2012 – May 2013 · Turkey

- Management accounting, P&L performance reporting and manufacturing cost structures.

Budget & Reporting Assistant Specialist, Supply Chain Finance

Ülker Çikolata · Jul 2011 – Oct 2012 · Istanbul

- Budgeting, rolling forecasts, brand, channel and SKU analysis, and Board presentations.

EDUCATION AND CERTIFICATIONS

- Microsoft Certified: AI Business Professional, Microsoft, March 2026
- AI Fluency: Framework & Foundations, Anthropic, 2026
- Claude 101, Certificate of Completion, Anthropic, 2026
- CMA Candidate, actively pursuing, 2026
- Bachelor's Degree in Economics, Istanbul University, 2001–2006

SYSTEMS AND METHODS

- SAP, Power BI, Advanced Excel
- Generative AI, workflow automation, AI-powered analytics
- NPV, ROI, DCF, long-range and scenario planning
- Pricing waterfall models
- US GAAP, IFRS, SOX
- English (fluent), Turkish (native), Dutch (conversational)

SEE THE WORK

A live demo, articles on AI in finance and full career detail are on my portfolio site. Demo figures are synthetic.