

## Workday Expertise

William J. Damm

Finance Implementation Lead for a full platform implementation of Workday at a major asset management firm from June 2016 to January 2018. Workday replaced Microsoft Dynamics SL (“Solomon”) for general ledger, Ultipro for payroll and HCM, Concur (for Expense), ReQlogic, and Essbase (for management reporting and budgeting / planning).

Core project team consisted of 3 individuals: Financials (me), HCM, and Tech

During the project, was a core participant in the 8-person Workday Steering Committee, along with the COO, CFO, CTO, HR Head, International CAO, and the 3 person implementation team.

Expertise	Comment
<b>Financials</b>	<ul style="list-style-type: none"><li>• Aided in the development of cost center structure and hierarchy</li><li>• Led design of the Financial Data Model (“FDM”) that guided implementation and aided conversion from old system.</li><li>• Worked closely with Corporate Accounting to design hierarchies for spend categories and the chart of accounts.</li><li>• Tested Enterprise Interface Builder (“EIB’s”) for journal entry uploads.</li><li>• Familiar with, but did not design or test, the various “books” (GAAP, Management, cash, etc.)</li><li>• Worked closely with the banking team to set up bank accounts, and the related business processes for recording and reconciling cash, and processing payments</li></ul>
<b>P2P</b>	<ul style="list-style-type: none"><li>• Provided significant input and oversight to the Procurement team for the design of requisitions and Purchase Orders (“PO’s”)</li><li>• Provided material input in the design and implementation of the business process for supplier invoices</li><li>• Designed several custom validations and additional fields to assist users in the procurement process</li></ul>
<b>Expense</b>	<ul style="list-style-type: none"><li>• Led the transition to Workday Expense from Concur from start to finish.</li><li>• Designed expense items, look and feel of the application, and tested the overall process.</li><li>• Conducted all end user training for the Expense module</li><li>• Configured the current business process for expense report processing</li><li>• In Depth Understanding of the P-card and Corporate Card remittance processing integration</li></ul>
<b>Delegation</b>	<ul style="list-style-type: none"><li>• Developed significant expertise on Workday’s approach to delegation and out of office workflows.</li><li>• Designed and wrote the policy and procedures for delegation</li></ul>

Expertise	Comment
<b>Reporting</b>	<ul style="list-style-type: none"> <li>Designed numerous reports for procurement, accounts payable, and outgoing payments.</li> <li>Well acquainted with the use of Calculated Fields, with a good understanding of Domains and Data Sources, and the security issues that permit or deny access to various domains.</li> </ul>
<b>Projects</b>	<ul style="list-style-type: none"> <li>Championed the need for this module, and convinced management to purchase it.</li> <li>Developed the structure for administration of projects.</li> <li>Subject matter expert on the use of projects to track specific areas of spend, and how to use projects for specific approval workflows.</li> </ul>
<b>Security</b>	<ul style="list-style-type: none"> <li>Detailed understanding of User Based Security, and the capabilities of various Administration roles</li> </ul>
<b>Business Process</b>	<ul style="list-style-type: none"> <li>Served as the sole BP Administrator on the business side of the firm.</li> <li>Highly developed understanding of the design and implementation of various types of business processes.</li> </ul>
<b>Training</b>	<ul style="list-style-type: none"> <li>Training Coordinator</li> <li>Designed the core training presentations and materials used to train employees</li> <li>Conducted numerous introductory and advanced training classes for general and advanced users</li> </ul>
<b>Workday Training</b>	<ul style="list-style-type: none"> <li>Report Writer</li> <li>Calculated Fields</li> <li>Financial Fundamentals</li> <li>Business Process Fundamentals</li> <li>Designated Support Contact</li> <li>Numerous Other Shorter Courses</li> </ul>

Finance / HR Lead for a redesign of the compensation planning and budget for News America Marketing ("NAM"), a division of News Corp from June of 2019 to March of 2020.

Expertise	Comment
<b>Adaptive Insights</b>	<ul style="list-style-type: none"> <li>Designed the data model to correspond to the reporting elements in the NAM system</li> <li>Reviewed the core model calculations developed by an outside consultant, and updated tax and benefit formulas to fit the particular circumstances at NAM</li> <li>Built various management reports, developed what if scenarios, and tested the interface between Adaptive and Essbase, the extant budget and management reporting tool</li> </ul>