



BRUCE CONWAY, CPA

EXPERT IN ENTERPRISE LEASE MANAGEMENT

514-239-4576

bconway@conwaysweeney.com

Montreal, Toronto

SUMMARY

Instrumental over 20 years in building leading edge software (SaaS) used by Lessee's worldwide and using this software to service clients from lease pre-origination to termination. Bruce has been a subject matter expert and heavily involved with large and complex lease portfolio management and financial software implementations for many of the fortune 2000 Companies implementing software to comply with ASC 842 and IFRS 16 lease accounting standards.

EXPERIENCE

VICE-PRESIDENT LEASE ACCOUNTING

LeaseAccelerator | Montreal | May 2000 – April 2022

Played several key leadership roles over the years impacting product management, customer engagement and satisfaction, professional services, sales support, and thought leadership.

- The initial 12 years, I was Vice-President of Operations given a large part of my role was providing leasing managed services to Lessee customers in addition to being heavily involved in all aspects of running a business, including sales support as SME, and assisting in budgeting & accounting.
- Since 2010, the year the exposure drafts for ASC 842 and IFRS 16 were issued, my role evolved to the Companies technical accounting leader, and my title was eventually changed to Vice-President Lease Accounting.
- As employee # 1 of a Company that is now over 200 employees, I was a key part of the leadership team for this Startup in 2000 that now serves more than 230 of the Fortune 1000 and hundreds of other companies, non-profits, and government entities.
- I recommend that anyone interested in pursuing an employment opportunity with me read the recommendations on LinkedIn that will provide an unbiased opinion from supervisors, peers and employees, and provides significant details about my core strengths accomplishments.
- While my position suggests a focus on technical lease accounting, I believe my core strengths are all business aspects of enterprise lease management. This includes operations, software implementation and migration, integration mapping, workflows, internal controls (SOC 1 Type 2), business process improvements, lease negotiation and financial analysis of the costs and benefits of leasing.
- Building, training, and retaining a highly professional team of CPA's to scale.

EDUCATION

Graduate Certificate in
Professional Accounting
(CPA Program)
McGill University
Montreal
1990-1992

Bachelor of Commerce
Accounting &
Information Systems
McGill University
Montreal
1984-1988

SKILLS

- Team Building
- Account Management
- Business Development
- Product Development
- Quality Assurance
- Communication

TECHNICAL SKILLS

- ASC 842 and IFRS 16
- Salesforce
- JIRA
- LeaseAccelerator
- Integration Mapping
- Outlook, Excel, Word, PowerPoint, Slack,
- Gmail and google admin

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EXPERIENCE CONTINUED

DIVISIONAL CONTROLLER – TECHNOLOGY MANAGEMENT FINANCE (LEASING)

Bombardier Capital | Montreal | Aug 1999 – May 2000

- All controllership functions except tax and treasury
- 5 direct reports.
- Responsible for implementation of Leaseplus lease accounting software and GL recording and analysis.
- Responsible for monthly forecasts and budgeting.
- \$450 million assets under management.
- Reason for leaving: Cessation of originations.

ACTING CONTROLLER (LEASING & STUDENT LOANS)

CIBC Finance Inc. | Toronto | June 1998 – August 1999

- Team Lead for Finance on restructuring. Responsible for all Finance implications and transfer back to parent bank for a \$ 2.5 billion portfolio.
- Corporate, commodity, systems and accounting issues relating to new complex lease product for dealerships.
- Responsible for all tax and accounting matters for our Marketing program (subvention, pricing, rates, terms, invoicing, etc...) for Hyundai Auto Canada, and administering program on a monthly basis.
- Prepared System Specifications for product enhancements, dealing with reporting tax (commodity, corporate, and capital) and accounting
- Established accounting policies and procedures unique to the leasing industry relating to residual value exposures, subvention amortization, bonuses, etc...
- Manager of 4 direct reports. 31 individuals in Finance.
- Reason for leaving: Cessation of originations.

EXPERIENCE CONTINUED

PROJECTS

2018-2022:

- Magna
- General Dynamics
- Staples
- Salesforce
- Cummins
- Many others

REFERENCES

- LinkedIn recommendations
- Available on Request

INTERESTS

- Walking
- Hockey
- Reading
- Travel
- Cycling
- Manager Youth Sports
- Ancestry Research

TAX MANAGER - LEASING

AT&T Capital Canada | Toronto | May 1997 – June 1998

- Preparation of Corporate returns, identification of lease timing differences and addressing the needs for federal and provincial auditors.
- Responsible for the deferred tax proofs, liability reconciliations and proposed adjustments.
- Identification of data requirements for the tax department and communicating those requirements to accounting and information systems departments.
- Reason for leaving: Newcourt acquisition.

SENIOR ACCOUNTANT

Price & Lott | Toronto | May 96–May 97

- Personal and Corporate Accounting

LEASING TAX CONSULTANT

AT&T Capital Canada Jan 95– May 95

- See above

SENIOR ACCOUNTANT

KPMG | Toronto | Sept 92 – Jan 95

- Audit Department.
- Large Entities. No Industry Focus.
- Consistently ranked top quartile

JUNIOR ACCOUNTANT

Price Waterhouse | Toronto | Sept 88 – May 90

- Audit Department.
- Large Entities. No Industry Focus.
- Consistently ranked top quartile

PROFESSIONAL DEVELOPMENT

Accounting Today, and Other Partners

SME / Presenter at Webinars relating to Lease Standards
2019-2022

Equipment Lease and Finance Association
Annual 3-day conference, 2005 - 2019

THE ONE, CPA of Canada Annual Conference
September 9 through 14, 2021 Full Day Attendance

Annually over 30 years, many Webinars and Lectures for CPE Credits to maintain designation.

Lean Six Sigma and Quality Management
McGill University | Montreal 2018