



Anthony Sacca
Executive Coach and Consultant

Anthony Sacca is a personal coach who works with executives and entrepreneurs in their desire to improve their boardroom presence by means of one on one personal development. He is a member of the International Coaching Federation.

Anthony is an associate member of the Institute of Chartered Accountants in Australia and holds a Bachelor of Business and Administration (Distinction) from Curtin University of Technology Perth, Australia. He is also a member of the Russian Independent Directors Association.

Working in both professional practice and industry, Anthony has helped people develop their careers for 15 years.

Prior to setting up his coaching practice in late 2011, Anthony was the Chief Financial Officer of Rolf Group of Companies, one of Russia's largest independent automotive distributor/retailers. He had overall responsibility for Rolf Group's finance, legal and human resource functions.

Anthony joined Rolf Group as the Chief Operating Officer of Rolf's Dealership Network in early 2008, where he was responsible for finance, human resources and information technology. It was during this time that he developed an understanding of the automotive business and began the implementation of new operating systems in dealerships.

In August 2008, Anthony was appointed the Group's Chief Financial Officer, primarily to ensure the stability of Rolf Group's financial functions and begin the process of refinancing as part of global economic downturn.

In his role as CFO, Anthony played a key role in Rolf Group's successful refinancing of US\$500 million of bank finance and a US\$250 million Eurobond exchange offer. In addition to this, Anthony was part of the team who negotiated the successful sale of 40% of the Group's Mitsubishi importer/distributor business to Mitsubishi Corporation, a transaction with a price tag of up to US\$200 million.

Anthony also drove the process of improving Rolf's financial reporting functions and implemented projects which have halved the Group's monthly closing cycle, while at the same time implementing more stringent cash flow monitoring and financial forecasting and budgeting.

In addition to his finance responsibilities, Anthony was also responsible for maintaining the Russian and foreign legal structure of Rolf Group and its shareholders. This has involved optimising the 100 plus company structure to achieve efficiencies in legal, taxation and cost matters.

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Prior to joining Rolf Group, Anthony was a Partner of PricewaterhouseCoopers. Anthony originally joined the Australian firm of PricewaterhouseCoopers in 1993 and transferred to Russia in 1995. Initially, he worked in the audit practice, where he was responsible for the audits of a number of large international and Russian clients. In 1999, Anthony was one of the original members of the newly formed Russian Transaction Services Group. He played a key role in the development of this practice both in Russia and Ukraine and was the practice leader at the time of his departure in 2008. His primary role in PricewaterhouseCoopers was assisting foreign and local clients with potential acquisitions both in Russia and internationally.

Anthony has consulted corporate clients from all industries, including companies such as Aeroflot, Alcoa, Kraft, Mitsui, Orkla Foods, RAO UES, Russian Aluminium, Severstal and Weatherford. He has also assisted private equity funds, such as Advent International, TPG and Tiger Technologies in their investments throughout Eastern Europe.

In addition to his client role, Anthony was also responsible for Advisory Risk Management and Compliance for PricewaterhouseCoopers Central and Eastern Europe (some 22 countries). As a result of this role, in addition to finance, Anthony has developed considerable knowledge of both Russian and international regulation and law and a strong background in corporate governance.

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