



# Curriculum Vitae

## Daniel Siebert

Senior Finance & Cloud FinOps Consultant | AI Governance & Automation  
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### Summary

Senior Finance & Cloud FinOps Professional with over 10 years bridging traditional controlling and digital transformation. Combines deep SAP-based financial governance and turnaround expertise with hands-on AWS, Terraform, FinOps practices and AI-supported process automation. Currently active as freelance Cloud FinOps Consultant, designing scalable cloud operating models, robust cost governance frameworks and AI-native finance steering solutions for large organizations in automotive, manufacturing and financial services.

### Profile Highlights

- Cloud FinOps & Cost Governance
- SAP FI/CO Consulting & Reporting
- AI Governance & Responsible AI
- Turnaround & Cost Efficiency Programs
- Cloud Operating Model Design
- AI-supported Workflow Automation
- Finance Process Transformation
- C-Level & Stakeholder Advisory

## Professional Experience

### 01.26– Cloud FinOps & Financial Operations Consultant Freelance, Stuttgart | Remote

- Developed cloud and IT operating model concepts for large-scale organizations across financial services, industrial manufacturing, healthcare and energy markets, translating technical operations into finance-steerable cost, governance and reporting models.
- Designed FinOps frameworks covering cost allocation, tagging governance, budget awareness and the integration of cloud consumption data into controlling and management reporting.
- Built AI-native document and process automation solutions using Obsidian, LangGraph workflow orchestration and multi-agent systems, including human-in-the-loop review gates, evidence management and full auditability.

### 08.25–12.25 DevSecOps / Cloud FinOps Intern & Project Contributor Webeet.io, Amsterdam, Netherlands | Remote

- Acted as technical team lead for a group of 10 engineers, driving the design and operation of a secure, cost-optimized AWS infrastructure with a focus on reliability, performance and cost efficiency.
- Led network architecture initiatives including VPC design, public/private subnet segregation and hardened NAT gateway implementation to ensure robust and secure connectivity.
- Implemented FinOps automation measures such as automated shutdown of idle resources, orphaned resource cleanup and cloud cost alerting, resulting in improved cost visibility and efficiency.
- Established CI/CD governance, observability and operational standards using GitHub Actions, ADRs, CloudWatch, Prometheus, Grafana and Loki.

### 03.22–05.24 Senior Controller / Business Controller ISS Automotive GmbH, Stuttgart

- Advised the CFO directly on strategic finance initiatives and a turnaround program aimed at improving cost efficiency, financial transparency and operational stability.
- Served as the primary commercial finance partner for the Mercedes-Benz division, supporting 9 sites across Germany in cleaning, catering and technical services.

- Redesigned cost and revenue structures through contract reviews, SAP analyses and offer approval processes; reorganized monthly management reporting in preparation for the divestment of German business activities.
- Led monthly closing, variance analyses, budgeting and forecasting; managed critical balance sheet topics including IT cost-saving potential, fixed assets, accruals and open items.

**05.21–11.21 Head of Controlling Department**

Matrium GmbH, Ulm

- Led a Controlling team of 12 employees across multiple locations with full disciplinary and functional responsibility.
- Standardized and optimized monthly closing, controlling, reporting and planning processes at cost center level, covering direct costs, overheads, accounts receivable and accounts payable.
- Introduced weekly team routines, meeting documentation, a responsibility matrix and reporting structures by trade and cost center manager.
- Acted as finance point of contact for banks, insurance providers and the outsourced financial accounting provider; supported SAP FI/CO process changes and prepared the implementation of contract management software.

**04.19–04.21 IT & Software Project Controller / Finance Governance**

io-Consultants GmbH & Co. KG, Leonberg + Heidelberg

- Managed end-to-end controlling of IT and software projects, from proposal preparation and steering to invoice tracking and change request management; identified and reported time- and cost-related inefficiencies in project delivery.
- Supported post-merger change management, including process alignment, responsibilities and reporting structures.
- Created and implemented finance governance guidelines for transfer pricing and internally generated intangible assets; significantly expanded and structured the group's transfer pricing documentation (GAufzV, functional & risk analysis, intercompany transactions).
- Coordinated R&D activities and supported the implementation of a SAP PS-connected time recording and activity reporting system, including project assignment logic, resource mapping and audit-proof data handling.

**10.18–03.19 Parental Leave**

- Focus on family with shared small trips and big everyday adventures.

**10.16–09.18 IT & Service Business Controller**

Daimler Fleetboard GmbH, Stuttgart

- Prepared monthly closings, operational planning and budget reporting for IT- and service-related business areas.
- Managed cost center controlling, budget planning and variance analyses for IT projects and reseller implementation activities.
- Developed financial calculations for new business cases and supported OP planning for an international reseller implementation across multiple European markets.
- Worked on transfer pricing and resale-minus structures; acted as finance interface for sales, IT, accounting and management with commercial power of attorney.

**10.14–09.16 IT Controller – IT Budget, Cost Center & Internal Billing**

Daimler AG, Stuttgart-Möhringen

- Managed IT cost center controlling, budget monitoring and financial steering for IT-related organizational units and projects.
- Maintained and structured budget and cost center data in Excel-based planning and reporting tools; coordinated operational budget planning and quarterly/year-end closing processes.
- Prepared variance analyses, defined corrective measures and created management presentations and decision papers for department and division-level stakeholders.

- Supported the rollout of an IT Financial Management planning tool and improved transparency in internal IT billing and cost allocation processes.

#### 10.12–09.14 **Controller – Cost, Project & Process Controlling**

Matrium GmbH, an Airbus-subsiary, USH+FDH+UL

- Managed strategic and operational planning for business units and support functions, including revenue, cost and resource planning.
- Prepared cost center planning, variance analyses and management reporting; led finance-related project workstreams including price calculations, contract negotiations and commercial decision support.
- Built Excel-based costing and recalculation models and modeled financial process flows for Airbus Helicopters-related inventory and invoicing workflows.

### Publications & Research

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- Epistemic Infrastructure of Democratic Accountability under Digital Conditions  
Research publication, DOI: 10.5281/zenodo.19255013 **Topic: Governance Analytics / Responsible AI**

### Education & Certifications

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**Certificates:** FinOps Certified Practitioner (FinOps Foundation) | AWS Certified Solutions Architect – Associate | AWS Certified Cloud Practitioner

#### 06.24–09.25 **MasterSchool Institute of Technology, Remote**

Full-time Software Engineering & Cloud DevOps program with focus on Python, AWS, Terraform, Docker, CI/CD and FinOps principles.

#### 10.08–03.12 **Friedrich-Alexander-University, Erlangen-Nuremberg**

Business Administration, Diplom-Kaufmann (Univ.), final grade: 2.2

Specializations: Auditing, Business Law, Economic History, Thesis: M&A at Daimler-Benz AG

#### 07.99–06.03 **Friedrich-List-Gymnasium, Kassel**

Abitur/German university entrance qualification, final grade: 2.5

### Languages

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German: Native | English: C2 (near-native) | French: A1/A2

### Technical Skills

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SAP FI/CO, SAP PS, SAP MM, SAP SD, cost center controlling, project controlling, budgeting, forecasting, management reporting, contract and margin analysis, Excel advanced, PowerPoint, PostgreSQL, SQL, dashboard concepts, cost allocation models, data structures, reporting automation, Python, JavaScript, React, REST APIs, AI-supported workflow automation (LangGraph, Obsidian), Jira, Confluence, GitHub, LinuxAWS, Terraform, Docker, CI/CD, GitHub Actions, cloud cost transparency, tagging governance, resource optimization