

GENE R. HALBROOKS

Marine, IL 62061 • Halbrooks100@gmail.com • (618) 978-3907

CAREER SUMMARY

Financial Systems professional with progressive experience at divisional and corporate levels across multiple industries. Fluent in both finance and system architecture — understanding where the two intersect and building out robust financial reporting solutions. Proven leader who takes pride in developing teams and delivering training and support to internal and external stakeholders. Strategic, forward-thinking approach enables development of effective financial reporting roadmaps.

ONESTREAM KEY ACCOMPLISHMENTS

- 2023 — OneStream Case Study Customer Success Story showcasing the SmartWires implementation
- 2024 — St. Louis OneStream ROC presenter sharing the SmartWires implementation story
- 2025 — OneStream Splash Conference presenter sharing the BlueScope implementation story
- 2025 — St. Louis OneStream ROC presenter sharing the BlueScope implementation story
- 2026 — BlueScope OneStream Implementation Success Story

PROFESSIONAL EXPERIENCE

BlueScope MFG | Kansas City, MO

July 2024 – Present

Manager, Finance Systems and Data Quality

- Building out North America planning applications across all business units; consolidated 75 Excel sheets into a single OneStream Planning application.
- Maintaining administration and data quality control for existing applications.
- Leading North America consolidation of actuals, partnering with consultants to establish SIC data integrations with source ERPs and working with accounting teams to map to a common chart of accounts.

SuperOrdinary USA | California

Aug 2023 – July 2024

Senior Manager, Financial Systems

- Led new implementation of OneStream Consolidation and Planning application, including People Planning module.
- Designed multi-cube application using extensibility for Accounts and Entities.
- Delivered full project on time and within budget through effective project management and system integrator oversight.

Smart Wires Inc. | Durham, NC

2022 – 2023

Principal Financial Systems Admin — OneStream / NetSuite

- Implemented new OneStream Planning application with multi-currency support and NetSuite integration.
- Partnered with OneStream consultants to build and deploy the Planning application and People Planning module.
- Managed light NetSuite administration including user provisioning, account maintenance, and vendor setup.

Centene Corp. | St. Louis, MO

2019 – 2022

Manager, ERP Applications — Financial Systems Support

- Oversaw production support for Hyperion, OneStream, and PeopleSoft, managing ServiceNow ticket queues across all three platforms.
- Supervised 3 direct reports and 6 dotted-line reports for overall production support operations.
- Facilitated OneStream user training during the enterprise conversion from Hyperion Planning to OneStream Planning.

- Implemented and managed Application Control Manager (ACM) within OneStream; participated in the ongoing OneStream ACM focus group.

Federal Reserve Bank | St. Louis, MO 2015 – 2019

Hyperion Planning Administrator

- Supported FRB staff with Hyperion Planning rule conversion and Financial Reporting Studio report modifications.

Archer Daniels Midland | Decatur, IL 2013 – 2015

HFM Administrator

- Managed HFM 11.1.2.2.3 EPMA application and all related processes supporting the close cycle, including security models, journal periods, and metadata.
- Streamlined metadata management from a 1-week process to 2.5 days through organized change management and updated audit tracking.

World Wide Technology | St. Louis, MO 2012 – 2013

Team Lead, Financial Applications

- Managed and administered Hyperion Planning applications; collaborated with consultants to develop 45 enhancements for the 2013 budget application.
- Managed 3 direct reports supporting various Oracle GL financial applications.

Belden Inc. | St. Louis, MO 2007 – 2012

Manager, Financial Systems

- Administered Hyperion Financial Management (HFM) for financial consolidation, including system changes, enhancements, rules/calculations, and data integrity.
- Developed and delivered Smart View reports that saved 2 full days of financial reporting at month end, covering planning, forecasting, actuals, and KPI/TTI metrics.

UniGroup Container Services | Fenton, MO 2006 – 2007

Pricing and Business Analyst / IT Liaison

- Established a pricing model for Store and Move business that matched or beat 95% of competitor pricing, driving wins among price-sensitive customers.
- Supported 100% of internal build for the Store and Move business; reduced order entry time by 50% and increased visibility to sales and call center reporting by 85%.

Tyco Healthcare / Mallinckrodt | 2004 – 2006

Supervisor, Contracts and Analysis

- Supervised rebate administrators calculating and distributing payments to hospitals, GPOs, and individual facilities.
- Partnered with IS to develop and test system enhancements; created ad-hoc reports, queries, and macros to support continuous process improvement.
- Facilitated Sarbanes-Oxley compliance activities.

May Department Stores / Macy's | St. Louis, MO 1997 – 2004

Progressive roles: CST Analyst → Financial Analyst → Sr. Financial Analyst → Supervisor MIS → Manager, Replenishment Reporting

EDUCATION

Southern Illinois University at Edwardsville (SIUE)

Bachelor of Science in Business Administration — Finance / Management

1997