

GLOBAL RECOGNITION

CGMA designation holder Ray Murphy works as Head of Sales Analytics and Intelligence, Global SMB Revenue at Google in California. He has responsibility for teams around the world. Becoming a management accountant was a critical first step in the journey that landed him in a job that he loves.



Ray Murphy

FCMA, CGMA

Head of Sales Analytics and Intelligence,
Global SMB Revenue at Google

Ray's top tips:

- Don't get too caught up in day-to-day responsibilities - think broadly about what excites you and where you want your career to take you.
- Look at the skills and attributes of people in the positions that you aspire to and make a practical plan for how you will acquire the expertise and experience you need to get there.
- Don't follow someone else's career path. Yours may take a different route to reach the same point.
- Have an impact on the business you work for. Make sure your employers see a return on the investment in you.
- Be confident and speak up – let management know what you are doing that makes you and the teams you lead stand out. Be proactive and ask how you can add further value to the business.
- Network, both internally within your organisation and externally with your professional peers.

Originally from Armagh in Northern Ireland, Ray started out with a role in marketing analytics at Tesco, one of the world's largest retailers with over 530,000 staff in 12 markets. Thinking about his future career path, he realised that the leaders of organisations that he wanted to work with and the roles that he himself aspired to had one thing in common – CIMA. In 2000, he began to study with the institute, to develop a more rounded portfolio of skills and knowledge. In 2004, having finished the qualification, he switched gear, becoming a Finance Manager at Tesco, and was later recruited by Google in Dublin. Then, in 2012 he moved to Google's headquarters in Mountain View, California to take on his current role.

"I was keen to build on my early successes in analytics, and ensure that I gained the skills and credibility to earn a seat at the decision-making table," says Ray. "That is the promise that CGMA makes, and that is what my training delivered. It's a trusted and respected qualification that teaches skills for strategic advice, managing risk, making key decisions and identifying opportunities for business growth. It gave me the skills, confidence and credibility that I needed to get promoted at Google in Dublin, and become well connected at Google on an international level. This is the training that sets you up for success as a CFO or CIO."

Transferable credentials

When Ray relocated to North America, he quickly realised that most professional credentials were not entirely transferrable. Unless a degree or MBA was earned from an American elite or top-tier university, people would not necessarily have an understanding of its value. However, his CGMA designation linked Ray with the AICPA, a highly recognised and well established brand in North America.

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The CGMA designation meant my CIMA qualification opened the doors for me to earn that same level of respect I had already earned in Europe. It also means I'm recognised as a trusted, expert strategist connecting all aspects of business and a knowledge leader that can drive real impact and value to the business.

“The AICPA is seen as a strong brand among my colleagues at Google headquarters, and the external network across Silicon Valley,” says Ray. “Being partnered with AICPA through the CGMA designation meant my CIMA qualification opened the doors for me to earn that same level of respect I had already earned in Europe. It also means I’m recognised as a trusted, expert strategist connecting all aspects of business and a knowledge leader that can drive real impact and value to the business.”

International interests

As Head of Sales Analytics and Intelligence, Global SMB Revenue at Google, Ray is responsible for the business intelligence, insights and analytics of Google’s US\$20 billion small and mid-tier business globally. His teams are located in Singapore, Dublin, California and Tokyo and Ray’s training prepared him well for this international element to his work.

“My current role has a global remit, which means I get to work with many different cultures from every corner of the world, and understand market conditions in all countries throughout the globe,” says Ray. “I get to use my professional training to develop solutions to complex, ambiguous and high visibility business challenges, and provide analytical expertise and business understanding to the leadership teams which leads to direct impact on revenue and productivity growth.”

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Well-rounded package

Ray notes that a career in finance can have wide-ranging applications, covering areas of expertise such as accounting, mergers and acquisitions (M&A), treasury, financial planning, business intelligence and analytics. CGMAs will have a head start when it comes to acquiring the necessary skills and knowledge.

“These days, a strong financial leader or CFO needs to have a deep knowledge of multiple aspects of finance,” says Ray. “There’s a lot of cross-functional engagement and you need to cover all the bases, from being an expert in all the technical knowledge of management accounting to understanding the legal obligations involved in M&A. People will move in and out of roles on their way up the ladder to a leadership position. Having the CGMA designation helps you to recognise the value of the experience you gain along the way, and pull it together into one well-rounded package.”

Course commitment

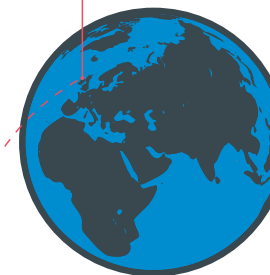
As an employer, Google values continuing professional development. It provides opportunities for its staff to learn in a real life environment, investing in the individual’s personal development whilst adding value to the business.

Ray has been a mentor to several colleagues looking to become CGMA designation holders. He sees this as a very positive step, but does advise them to be prepared for the commitment involved.

“Most accounting qualifications train people for either private practice or back-office accounting roles, whereas management accounting prepares people for a career in business,” says Ray. “For me, when you decide to become a CGMA you’re making a choice between being buried in numbers and being in a position to have strategic discussions with your C-level colleagues. Be aware that it is a rigorous course of study, but the value of having CGMA skills in your professional tool kit cannot be underestimated. It was the catalyst that initially got the ball rolling for me to change roles at Tesco and eventually being talent spotted by Google. I wouldn’t be in the job I love today without it.”

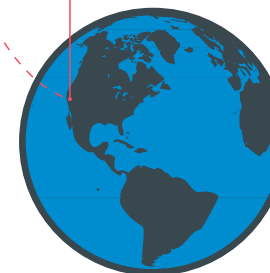
RAY MURPHY’S CAREER PATH

DUBLIN



- Has a job in market analytics at Tesco
- Studies with CIMA leading to change in direction
- Becomes finance manager at Tesco
- Recruited by Google to be Finance manager

CALIFORNIA



- Moves to Google’s headquarters in Mountain View, California to be Head of Sales Analytics and Intelligence, Global SMB Revenue.

Financial expertise and business insight

About the CGMA designation

Success in today’s highly competitive business landscape requires insight and innovation.

The Chartered Global Management Accountant® (CGMA®) designation recognises the most talented and committed management accountants who combine core financial skills with business acumen to drive strong business performance. CGMA professionals are either AICPA members with qualifying management accounting experience or associate or fellow members of the Chartered Institute of Management Accountants.

CGMA designation holders are helping many of the world’s leading organisations achieve sustainable business success.



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