



AT TORQ.PARTNERS

LEVEL:

Consultant

SPECIALIST FOR:

Accounts Payable, Integrations and Automations, Reporting, Fundamental Accounting Support

BUSINESS MODEL EXPERTISE:

SaaS
Tech Startups
Services Business
Agency

PAST KEY CLIENTS:

Proxima Fusion, Gen-Up, Dracoon, Conscious Health, TheNextWe, COLORSxSTUDIOS, gocomo, kollex

SPECIAL SKILL:

Solving issues through fixing the processes behind it

WITH TORQ SINCE:

2022

EDUCATION

B.Sc. International Business Administration (grade 9.1 of 10), Rotterdam School of Management, Erasmus University

Double Degree Master – M.Sc. International Management x CEMS (grade 9.1 of 10), Rotterdam School of Management and London School of Economics (LSE)

Hanna Forsmann

A bit of finance, a bit of tech – Fundamental experience in various finance & accounting areas as well as optimising processes through automations

CONSULTANT PROFILE

✉ hanna.forsmann@torq.partners

🗣 German, English

📍 Berlin

[LINKEDIN PROFILE](#)

[MEETING LINK](#)

PAST PROJECTS

Finance Consultant at a venture-backed deep-tech startup.

Cleaned up fragmented accounting processes following years of inconsistent freelancer input. Standardized AP workflows, implemented expense management tool and supported in the implementation of procurement tool. Created investor-facing financial reports and supported monthly closings.

Data & BI Consultant for marketing agency.

Built and maintained data infrastructure for two marketing firms, covering sales, finance, and operations data. Set up end-to-end BI architecture including data warehouses, reporting dashboards, and tool integrations (e.g., project management, time tracking). Automated recurring processes such as invoicing and internal performance reporting.

Interim Finance Manager at a digital coaching company.

Created integrated P&L and cash flow forecasts using projected sales and fixed cost base. Managed invoicing, AP, and closings independently. Collaborated with tax advisors and built investor reporting materials. Learned how to fully own finance as a single-person department.

Interim Finance Lead at a marketing agency.

Set up structured finance operations where none existed. Introduced digital tools (Moss, Easybill), built monthly reporting from scratch, and created documentation to support the handover to a future finance hire. Learned to build reliable systems in unstructured, founder-led environments.

CRM & Sales Automation Specialist at a B2B wholesale ordering platform.

Automated deal pipelines in HubSpot, integrated Aircall, and enabled auto-generated follow-ups. Reduced manual input across the sales process and improved tracking.

WORK EXPERIENCE

Executive Assistant, Optimal-Reisen Forsmann GmbH, 3 years

- Supervision of an e-mobility study on the transition to renewable propulsion systems for a bus fleet of 30 vehicles
- Preparing price forecasts and offers for biddings
- Advanced logistical planning of bus rotations and schedules of 55 employees

Teaching Assistant Excel, Rotterdam School of Management, 2 years

- Teaching Excel-Skills and Quantitative Decision-Making Skills to International Business Administration students and Business Premaster students

TOOL EXPERTISE

ACCOUNTING TOOLS

DATEV UO

REPORTING TOOLS

Power BI

Power Query

SQL

NICE TO KNOW

MOTTO:

Challenges are gifts to master

MOST IMPORTANT EQUIPMENT:

Excel / Google Sheets

HOBBIES:

Squash

Learning Spanish

Cooking

OTHER TOOLS

Airtable

Google Sheets

Asana

Circula

Easybill

Finway

Getmyinvoices

Google Workspace

HubSpot

Lanes & Planes

make.com (ehem. integromat)

Microsoft Excel

Microsoft Powerpoint

Moss

n8n.io

Qonto

Rydo

Salesforce

Spendesk

Zapier