



<https://www.fdcapital.co.uk/job/fractional-finance-director-e-commerce-amazon-experience-required/>

Fractional Finance Director (E-Commerce, Amazon Experience Required)

Description

We are a London-based, high-growth E-Commerce business preparing for a strategic exit in the next **12–18 months**. We are seeking a commercially minded **Fractional Finance Director (FD)** who brings extensive experience in e-commerce financial leadership and, critically, a **deep understanding of the Amazon trading model**—including how Amazon economics, operations, and marketplace mechanics impact profitability and cash flow.

This is a part-time/contract position ideal for a senior finance professional who has guided businesses through growth, operational optimisation, and M&A preparation.

Role initially one day per week with flexibility to increase.

Responsibilities

Key Responsibilities

Financial Strategy & Leadership

- Shape and execute the financial strategy to support growth, operational efficiency, and exit readiness.
- Lead forecasting, budgeting, scenario modelling, and long-term financial planning.
- Advise founders on valuation drivers, capital requirements, and financial risks ahead of the exit.

Amazon Trading Model Oversight

- Build financial models that accurately account for the **Amazon trading model**, including:
 - FBA/FBM economics and cost structures
 - Amazon fee structures (referral, FBA fulfilment, storage, returns, etc.)
 - TACoS and contribution margin dynamics
 - Inventory turnover, replenishment cycles, and storage cost impact
 - Buy Box pressure and effects on pricing and margins
 - SKU lifecycle and retail readiness economics
 - Returns, refunds, and chargebacks
- Optimise pricing strategy, margin structure, product mix, and Amazon-specific working capital requirements.
- Analyse performance trends to influence strategic decisions around inventory, advertising spend, and channel expansion.

Exit & M&A Preparation

- Prepare the company for an exit within 12–18 months, ensuring all financial

Hiring organization

FD Capital

Employment Type

Part-time

Beginning of employment

1st Jan 2026

Duration of employment

Perm

Industry

E-Commerce

Job Location

London, United Kingdom

Working Hours

9-5

Base Salary

£ 800 - £ 900

Date posted

December 3, 2025

processes and records are investment-grade.

- Lead the financial component of the M&A process, including:
 - Building or refining valuation models and financial projections
 - Preparing due diligence packs and managing the data room
 - Coordinating with corporate finance advisors and legal teams
 - Responding to diligence queries with clarity, accuracy, and speed
- Articulate the financial story, value proposition, and strategic rationale to potential buyers.

Operational Finance & Controls

- Strengthen financial processes across cash flow management, inventory planning, gross margin optimisation, and cost discipline.
- Improve controls, month-end processes, and financial reporting structures to withstand investor scrutiny.
- Work cross-functionally to ensure operational decisions are grounded in clear financial logic.

Performance Monitoring & Reporting

- Produce monthly management packs with clear KPIs, insights, and actionable recommendations.
- Monitor Amazon performance through financial and operational metrics (e.g., contribution margins, stock cover, returns impact, ad spend efficiency).
- Provide clear insight into channel profitability, unit economics, and marketplace performance trends.

Risk Management & Compliance

- Ensure compliance with UK financial regulations, VAT rules, marketplace requirements, and obligations around international trade.
- Identify and manage financial risks related to growth, supply chain, and exit planning.

Qualifications

Requirements

Essential Experience

- Proven experience as a Finance Director, Head of Finance, or senior finance leader in an E-Commerce business.
- **Deep understanding of the Amazon trading model**, including marketplace mechanics, FBA/FBM economics, Amazon fee structures, and retail profitability levers.
- Hands-on experience managing or overseeing Amazon P&Ls and SKU-level trading performance.
- Direct involvement in preparing a business for sale and navigating M&A or due diligence processes.
- Strong FP&A, commercial finance, and operational finance background.

Technical & Commercial Skills

- Advanced financial modelling (unit economics, SKU profitability, cash flow, valuation).

- Strong understanding of trading cycles, physical product economics, and working capital dynamics.
- Experience improving financial processes and building investor-ready reporting frameworks.

Soft Skills

- Excellent communicator able to translate complex data into commercial insights.
- Commercially sharp, proactive, and comfortable operating in a fast-moving environment.
- Able to challenge assumptions, influence decision-makers, and bring structure to scaling operations.

Preferred

- Experience within UK-based e-commerce SMEs preparing for PE or strategic acquisition.
- Exposure to international e-commerce trading (EU/US).
- Prior fractional/consulting FD experience.

Job Benefits

Engagement Details

- **Role Type:** Fractional / Part-time / Contract
- **Hours:** Typically 1–3 days per week depending on business needs
- **Location:** London-based business; hybrid or remote with occasional on-site meetings
- **Reports to:** Founder / CEO
- **Timeline:** Exit planned in **12–18 months**