

Andie Bui

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Audit-trained. Serial Entrepreneur. Building Vietnam's next-generation professional services firm.

EDUCATION

2023 – 2025 ICAEW ACA

Time-qualified; final exam Jul 2025; all prior exams first-time passes

2018 – 2021 University of East Anglia, UK - BSc Business Finance & Economics, Distinction

- 1st prize PepsiCo Case Competition; scholarship recipient
- Core: Corporate Finance, Econometrics, Financial Modelling

BUSINESS EXPERIENCE

2022 - Present BDO LLP, London, UK

Audit Senior

- Achieved rapid promotion to Audit Senior, specialising in auditing FTSE and AIM-listed clients incl. Renewi plc (£2bn revenue) and Ince Group (20+ offices), gaining insight into **capital structures** and business models
- Reviewed **working capital treatment**, **IFRS 15 revenue recognition**, and **IFRS 16** lease impacts on **EBITDA** in **£125M** UK asset disposal
- Assessed forecast assumptions and model sensitivity under **WACC** and **working capital pressures** £2bn multi-year projections
- Awarded national **Audit Quality Award** (top 5%); managed audit files covering **£3.2bn** in consolidated revenue

2023 - Present Airbnb Operator & Property Manager

Private Investment

- Built a **profitable** short-term rental portfolio generating **£150K annual revenue** across 7 listings
- Used dynamic pricing, automation tools, and tailored guest messaging to boost Airbnb occupancy to **62.5%** (vs. 46% market avg), increasing margins by **30%+**
- Applied investment lens to property selection, cost optimisation, and guest retention; developed scalable model for margin growth and service consistency, achieving 2+ years Superhost status across 200+ guest stays

2020 - Present Aurora Software – Vietnam-based IT Outsourcing services

Co-founder, UK Market Lead

- Co-founded a scalable outsourcing IT solutions firm, connecting **20+ Vietnamese developers** to clients across the **UK, US, Singapore and Vietnam**
- Designed **agile and fixed-scope delivery models** using **margin analysis**, achieving **24%** profit margin, and reducing UK client costs by up to **60%** compared to market averages
- Led UK market commercial operations: **negotiated contracts**, **structured engagements**, and maintained a **100% client retention rate** in year one
- Enabled income mobility and global work access for Vietnamese engineers, delivering consistently high client satisfaction and timely output

ADDITIONAL INFORMATION

- **Secretary, ICAEW CASSL FY24** – One of four Executive Directors; led 3 society-wide initiatives incl. mentorship programme and diversity campaigns; managed social media team (3 direct reports); won PQ Award for Best Social Media
- **BDO ESEA Network**: Founded and scaled BDO first ESEA Network to 200+ members across UK offices; secured executive sponsorship and launched firm-wide initiatives to help aspiring Asian employees overcome internalised bias and stereotype threats
- Trained ballet dancer for 10+ years. Outside of work, find me at the ballet studio, perfecting my pirouettes with the same precision I apply to financial models.

Nationality: Vietnamese