

RAJESH FORD

Vienna, VA • 555.449.0994 • xxxxxx@gmail.com

SENIOR FINANCE EXECUTIVE • CHIEF FINANCIAL OFFICER

STRATEGIC FINANCIAL PARTNER WITH BALANCE OF OPERATIONAL AND FINANCIAL ACUMEN

Offer an extensive achievement record providing financial strategy to global, Fortune 500 firms and business units. Business strategist who partners with Executive Leaders to achieve company's financial goals.

Manage P&L's up to \$600M and drive organizational and profit growth; successful in identifying areas of improvement and boosting efficiencies and financial excellence that lead to strong bottom-line results.

Accomplished in global markets and strong background in international public accounting at Big 4 firm. Deep private equity and corporate expertise surrounding high-value transactions.

LEADERSHIP SNAPSHOT

*Extensive Finance Leadership
Exposure to Global Markets
Entertainment Industry Expertise
Catalyst for Organizational Growth
Collaborative Relationship Builder*

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|---------------------------------|--------------------------|--------------------------|
| • P&L Management | • Revenue/Profit Growth | • Strategic Partnerships |
| • GAAP & IFRS | • Mergers & Acquisitions | • Internal Controls |
| • Financial Planning & Analysis | • Growth Initiatives | • Technical Accounting |

Industry Focus: Entertainment, Media, Media Tech, & Adjacent Industries

PROFESSIONAL EXPERIENCE

FEEDCOMM MEDIA GROUP | VIENNA, VA

2011 TO PRESENT

GLOBAL ADVERTISING, MARKETING, AND CORPORATE COMMUNICATIONS COMPANY SERVICING OVER 5K CLIENTS IN 102 COUNTRIES.

DIRECTOR, CORPORATE FINANCE (2011 - PRESENT)

Recruited to create robust financial processes and reporting with scalability for organization with diverse portfolio of companies. Direct corporate finance team supporting 23+ digital and traditional media agencies and work collaboratively with CFO to build financial strategy aligned with overall business objectives. Deliver strategic direction across finance and operations, M&A, and treasury throughout North America.

- Managed team of 29 direct/indirect reports and financial operations for organization with \$1.3B+ in revenue.
- Generated 28%+ compound annual growth across portfolio of companies.
- Built model to support dividend of \$370M+ in cash to holding company, saving over \$2.5M in interest expense.
- Standardized all financial processes; reduced close process by 8 days and reconciliation process by 3 days.
- Led fee/client compensation proposal for pitch with major North American advertiser, producing fees exceeding \$60M and client service team of 310+ employees.
- Delivered multimillion-dollar savings, leveraging informed investment decisions, elimination of redundant resources, and centralization of accounting, HR, studio, and IT departments into shared service function.
- Negotiated joint venture agreement, expanding service offerings and generating positive cash flow.

INTERIM BUSINESS UNIT CFO (2014 - 2015)

Selected to serve as Interim CFO for \$600M media company. Identified several issues and led core initiatives to improve financial performance of organization.