

CA PRASHANT KESHRI

Controller/ VP / Director / CFO / Head of Finance

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PROFILE SUMMARY

Result-oriented Finance & Accounts leader with over two decades of experience in directing Global Finance Operations, Controllership, Compliance, Financial Reporting, Planning & Analysis. Expert in P & L improvement & competitiveness enhancement. Collaborative leader working closely with department heads & cross-functional teams, managing multiple companies/businesses within a group. Conducted audits with Big 4s. Trusted advisor to key Stakeholders including Boards, CFOs, CEOs, & Investor Groups (VC/PEs). Demonstrated leadership as Centre Head & Head of Legal, Cross Border Regulations & Administration.

WORK EXPERIENCE

• Red Bee Developers LLP	Head Finance	(Pune) Oct 2023 – Present
✓ F & A, FP & A, Project Profitability, Budgetary Control, ROI, Legal ✓ Manage Bank Relations, Procurement & Commercials, Facilitate Fund Raise, Maintain Cash Flow & Liquidity, Strengthen Processes (SOPs), Technology Transformation		
• Kensium Solutions Pvt. Ltd.	SVP & Finance Head	(Hyderabad) Feb 2022 – Oct 2023
✓ Led team of 18 professionals & managed 5 group businesses across USA, Mexico, Singapore, Japan, India ✓ Administered GAAP Accounting, Controllership, Budgeting, Project Accounting, Working Capital Management, Treasury, Compliances, Audits, Automation, set up Family Office & Private Trust ✓ Tracked & analysed various business performances, provided Strategic insights for decision making ✓ Drove Risk Management, Credit Policy, Collection efforts, optimized DSO & Cash flow		
• Finstain Solutions UK Ltd.	Head of Service Delivery	(Southampton) Jul 2020 – Jan 2022
✓ Outsourced Bookkeeping & Finance through remote delivery centre in India equipped with 50 FTEs ✓ Transaction Advisory, Fund Raise, Valuation, Due Diligence, Corporate Governance, Turnaround Management, IPO Readiness- Client size of 18 Start-ups & SMEs		
• Ensono Technologies LLP	Director, Centre & Finance Head-India	(Pune, Chicago) Aug 2018 – Jul 2020
✓ Presided Finance, Compliance, Transfer Pricing, Procurement, Legal Operations & India Centre, Set up India operations, member BOD ✓ Built & delivered Global Shared Services Centre (GCC- P2P, O2C, R2R) ✓ Maximized Project Profitability by 2-3% YoY, Ensured robust internal control environment		
• Entercoms Inc.	Chief Financial Officer	(Pune, Dallas) Mar 2013 – Aug 2018
✓ Helmed 4 entities in USA, Europe, & India as Group CFO ✓ Collaborated with Operations, Sales & 3 Cross Functional Teams ✓ Provide Finance Decision Support, enhanced revenue & streamlined operational efficiencies- achieved 20 x growth & 3% YoY profit growth ✓ Executed strategic FP & A, Finance Business Partner, Risk Management, Treasury, Investor Relationship, M & A, Growth, Expansions		
• IBM India Pvt. Ltd.	Director Finance, (Emptoris, an IBM Co.)	(Pune, Boston) May 2010 – Mar 2013
✓ Head of India Finance, F & A, FP & A, Taxation, Compliance, Part of India Leadership Team ✓ Supervised Payroll for 750 employees, Audits, Due Diligence, Capex, Acquisition		
• Zensar Technologies Ltd.	Finance Controller	(Pune) Jan 2007 – May 2010
✓ Head of Global FP & A, Controllership, Cost Control, Pricing, Project Accounting, Investors & Board Relationships, Presentations ✓ Delivered Limited Reviews, Audits, Consolidated Financial Statements, 24 entities across North America, EMEA, & APAC		
• Bharti Airtel Ltd.	Manager Financial Reporting & Compliance	(Pune) Mar 2003 – Dec 2006
✓ Head of Financial Reporting & Compliances: M & G Circle ✓ Executed Revenue Assurance, Tracked Capital Investment, Coordinated Audits for Accounts Finalization of 2 states in the circle		

- ✓ Led & Coordinated Auditing, Income Tax, Compliances, Accounting, & Finalization for 8 clients
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KEY ACHIEVEMENTS

- **Acquisitions & Expansions**
 - ✓ Instrumented 5 trans-border M & A cumulative value \$1.5 B
 - ✓ Raised \$30 M Investment Funds
 - ✓ Spearheaded Wipro to Ensono transition for acquisition of ~ \$400 M in 3 months
 - ✓ Innovative leadership in set up of 3 International Subsidiaries: Tax Efficiency- 50% & Cost Efficiency- 20%
 - **Profitability**
 - ✓ Drove Increased account profitability YoY by 2-3%, valuation by 0.5 x
 - ✓ Instrumental in resolving Accounts Receivables issues, reduced by \$20 M (30 days DSO)
 - ✓ Established Global Capability Center (GCC) for 100 FTEs generated improved profitability by 3% & elevated customer satisfaction index by 8 basis points
 - ✓ Functional Leadership in the journey of 3 x revenue growth in 2 years
 - ✓ Strategized reduction of Capex by 15% in Real Estate project
 - **Operational Revamping**
 - ✓ 5 ERP Implementations collectively increased productivity & accuracy by 3 x
 - ✓ Steered process re-engineering- communication flow among 4 departments, cut down paperwork by 75%
 - ✓ Revamped Purchase Order (PO) workflow & Automated billing process- slashed TAT to 2 business days boosted accuracy to 99%
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PROFESSIONAL SKILLS

- Mergers & Acquisitions
 - Fund Raise
 - Capital Markets & Forex
 - International Expansions
 - Change Management
 - Risk Management
 - Ind AS, IFRS, USGAAP, SEC, IRS
 - Stakeholder Management
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EDUCATION

- Chartered Accountant (FCA)- The Institute of Chartered Accountants of India
 - Certified Institute of Management Accountants (CIMA)- CGMA, FCMA, UK
 - Master in Business Administration (MBA)- University of Southampton, UK
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CERTIFICATIONS, TRAININGS & AWARDS

- Certificate in International Financial Reporting Standard (IFRS)- ICAI
 - Master in Business Finance (MBF)- ICAI
 - Corporate Finance & Business & Valuation- Aswath Damodaran
 - Effective Faster Financial Closing & Reporting Strategies- GLM, Mumbai
 - Corporate Excellence Award as Finance Leader
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SOFT SKILLS

- Effective Communication & Relationship Building
 - Exemplary Corporate Integrity
 - Result Driven, Analytical, Decision Making
 - Motivational Leadership & Managing Cross Cultural Teams
 - Ownership and self-driven
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TECHNICAL SKILLS

- **ERP Systems:** SAP, Oracle, Workday, Acumatica, Hyperion, PeopleSoft, Navision, Microsoft Dynamics
- **Financial Software:** QuickBooks, Microsoft Dynamics, Zoho, Tally
- **Data Analytics Tools:** Tableau, Power BI
- Advanced Excel & PowerPoint Skills