

# PIYUSH AGGARWAL

## Chartered Accountant

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### PROFILE SUMMARY

Results-driven finance leader with 12+ years of comprehensive experience, currently directing finance operations for a SAAS industry NYSE-listed digital marketing firm. Specializes in revenue accounting, SEC compliance, and mergers and acquisitions, with a strong focus on technical accounting and SOX compliance. Effectively build finance function and implemented SOX control framework from ground zero. Efficiently managed team of different nationalities including Asians, Australians, British, Filipinos, Omanis, Qataris and Saudis. Adept at leading cross-functional teams to drive financial strategy, managing stakeholders and enhance operational efficiencies through strong team building capabilities, analytical skills, financial monitoring and troubleshooting abilities.

### KEY HIGHLIGHTS

- Directed financial operations across multiple international geographies, managing a team of 10 demonstrating strategic leadership
- Led SEC reporting processes to uphold regulatory standards, ensured precise revenue recognition aligned with ASC 606 standards
- Well adept at Technical Accounting Policy Development based on USGAAP And IFRS and Financial Structuring and Planning
- Key player in financial due diligence and integration processes, significantly enhancing acquisition strategies and risk assessment
- Developed technical accounting policies to adapt to evolving standards, significantly strengthening financial governance
- Build the finance team and procedures for SAAS based company so to transition the knowledge centre to another geography
- Implemented a robust SOX compliance framework from ground zero that significantly fortified the financial control environment
- Spearheaded initiatives that reduced reporting cycle times and enhanced overall financial process efficiencies
- Managed effective relationships with external auditors, ensuring smooth and compliant audit processes
- Provided critical financial insights to support strategic decision-making, collaborating effectively with various teams

### AREAS OF EXPERTISE

- |                                     |                           |                                       |
|-------------------------------------|---------------------------|---------------------------------------|
| ➤ SEC Filings                       | ➤ Risk Assessment         | ➤ Cross-Functional Team Collaboration |
| ➤ Technical Accounting              | ➤ Financial Structuring   | ➤ Financial Governance                |
| ➤ Revenue Accounting                | ➤ Financial Due Diligence | ➤ Process Optimization                |
| ➤ SAAS Based industry finance dept. | ➤ Audit Coordination      | ➤ Stakeholder Management              |
| ➤ Mergers and Acquisitions (M&A)    | ➤ Regulatory Compliance   | ➤ Finance department introduction     |
| ➤ SOX Compliance and implementation | ➤ Strategic Leadership    |                                       |

### TECHNICAL SKILLS

#### Expertise in a wide array of U.S. and International Financial Regulations/Standards and other technologies:

US GAAP | IFRS | SEC Filings | XBRL Filings | Enterprise Resource Planning (ERP) Systems | IKTVA | ZAKAT | VAT | GOSI | Tax Return compliance | SPPI Tests under IFRS 9 | ASC 808 (Collaborative Arrangements) | ASC 805 (Business Combinations) | ASC 350 (Goodwill & Intangible Impairment) | Lease Accounting Standard ASC 842 | Revenue Standard ASC 606 | SAB 104 | ASC 815 Derivatives and Hedging | ASC 985 (Software Development) | ASC 280 (Segment Reporting) | SixSigma | Lean methodologies | MS Office

### WORK EXPERIENCE

#### Director - Finance | Zeta Global, SAAS based NYSE listed Digital Marketing/Media Company | Dec 2021 - Present

- Introduced a finance team from ground zero in the exercise of transitioning the knowledge base to India.
- Directed the finance team overseeing revenue accounting, SEC filings, technical accounting, M&A accounting, and SOX compliance
- Oversaw and refined the revenue recognition process to ensure accuracy and timeliness in compliance with ASC 606 (SAAS based guidance)
- Prepared and submitted quarterly and annual SEC filings (10-Q, 10-K, 8-K), ensuring full regulatory compliance
- Led the due diligence and integration for mergers and acquisitions, evaluating financial risks and opportunities
- Crafted memos and implemented detailed technical accounting policies to navigate complex issues/updates under US GAAP and IFRS accounting standards
- Built and sustained a robust SOX compliance controls and framework, enhancing risk assessments, control tests, and remediation processes
- Partnered with various teams to deliver financial analysis and insights, aiding strategic decision-making
- Coordinated with external auditors to guarantee a seamless audit experience

- Initiated and executed process improvements, significantly reducing reporting cycle times and increasing operational efficiency

#### **Finance Head | Rezayat Sparrow Arabian Crane Hire Co. (Logistic Giant), Saudi Arabia | Oct 2018 – Dec 2021**

- Managed 3 finance divisions across Saudi Arabia, Qatar, and Oman, steering a team of 10 professionals
- Introduced a finance team from ground zero in the exercise of revamping of the finance department
- Directed budgeting, forecasting, and performance tracking for board report submissions
- Led the preparation and coordination of IFRS and US GAAP financial statements for audit finalization
- Oversaw bid and tender submissions, ensuring optimal cost and financial structuring of projects
- Managed statutory reporting including IKTVA, ZAKAT, VAT, Withholding Tax, GOSI, and Tax Returns across multiple geographies
- Supervised accounts receivable collections, implementing strategies to maintain debtor days and receivables within targeted limits
- Administered financial operations, including revenue management, payroll processing, banking activities, and accounts payable

#### **Consultant | Deloitte US-India | Apr 2017 - Sep 2018**

- Received a client appreciation award in the first year of service for outstanding performance and dedication
- Aided clients in the adoption and practical application of complex accounting standards under both USGAAP and IFRS
- Guided multiple clients through the transition to the new revenue recognition standard ASC 606
- Facilitated the shift to the new lease accounting standard ASC 842, enhancing compliance and reporting accuracy
- Conducted impact analyses for collaborative arrangements under ASC 808, optimizing financial outcomes
- Performed IFRS 9 SPPI tests across various financial asset profiles, ensuring rigorous compliance and accuracy

#### **SEC Filing Team Member | EXL Service, India | May 2014 – Mar 2017**

#### **SEC, Technical Accounting and Global Internal Audit Function Member dealing in Risk Advisory & Consultancy | Genpact, India | Sep 2011 – May 2014**

- Managed end-to-end preparation and submission of SEC filings, including Forms 10-K, 10-Q, and 8-K, along with XBRL filings
- Led comprehensive business combination accounting per ASC 805, including goodwill and intangible asset impairment testing under ASC 350, earnout calculations, working capital adjustments, and preparation of purchase price allocation memos
- Administered end-to-end accounting for equity-based compensation plans such as ESOPs, RSUs, RSAs, and PRSUs, including treasury shares management and reconciliation of outstanding stock numbers
- Provided technical consultancy on revenue recognition as per US GAAP, involving analysis of new customer contracts globally. Tracked and implemented new Accounting Standards Updates (ASUs), and prepared technical white papers and memos to support companywide policy development
- Responsible for the finalization of global financial statements and management information system (MIS) reporting. Enhanced SOX compliance through risk control matrix (RCM) design and implementation

#### **KEY ACCOMPLISHMENTS AND ACCOLADES**

- Client Appreciation Award:** Received during the first year of service at Deloitte US-India, recognizing exceptional service and contributions to client projects
- Led Comprehensive Bid Working:** Successfully led the bid working for a \$1 billion project with prestigious Saudi Aramco in 2019 and 2021
- Finance department introduction and revamping** – Been instrumental in introducing finance processes and building the department in Zeta Global and Rezayat Sparrow.
- Cost Reduction Initiatives:** Instrumental in reducing costs by enhancing IT systems utilization and outsourcing unproductive processes to other countries
- SOX Implementation** – Headed the SOX implementation in Zeta global post its IPO.
- Conversion and Implementation Projects:** Played a crucial role in conversions to and implementations of IndAS, USGAAP, and IFRS for various clients, integrating new accounting standards and technologies

#### **EDUCATION**

- Chartered Accountant (CA)** from the Institute of Chartered Accountants of India (ICAI), passed both groups in **2011**
- Bachelor of Commerce (B. Com)** from Delhi University, India, completed in **2008**

#### **CERTIFICATION**

- Certified Public Accountant (CPA)** - Pursuing from the American Institute of Certified Public Accountants (AICPA)
- KPMG IFRS Program** - Trained in International Financial Reporting Standards (IFRS) by KPMG
- SixSigma / Lean** - Trained in SixSigma and Lean methodologies for process improvement