

DEEPA LI GOEL

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CFO | BUSINESS FINANCE LEADER | CORPORATE CONTROLLER

Dedicated and accomplished **Finance Professional with over 19 years of experience**, I am driven by a **passion for change management** and a commitment to **driving strategic initiatives** that enhance operational efficiency and streamline business processes. My career journey has been marked by a strong moral compass, a demonstrated track record of developing and motivating teams, and a deep understanding of both business-facing and central finance roles within the world class global business environment.

PROFILE SYNOPSIS

- **Financial Strategy:** Ability to develop and execute comprehensive financial strategies to support the organization's global growth and long-term financial sustainability
- **Risk Management:** proficient in identifying, assessing, and mitigating financial risks across international markets and business operations
- **Financial Planning & Analysis:** Lead financial planning, budgeting, forecasting, and reporting processes to optimize resource allocation and drive financial performance
- **Financial Reporting:** Ensure compliance with global accounting standards and regulations while delivering accurate and transparent financial reporting to stakeholders
- **Financial Compliance:** In-depth exposure to India & APAC financial compliance and a strong commitment to adhering to regulatory standards
- **Operational Excellence:** Led change management initiatives that simplified, accelerated, and streamlined business processes, enhancing operational efficiency
- **Systems Proficiency:** Proficient in People Soft, SAP-based accounting, excel models, and White paper preparation for board meetings
- **Industry Expertise:** Extensive experience in Oil & Gas, Media, and Service sectors, with a versatile skill set applicable across industries
- **Stakeholder Interface:** Proven ability to interface effectively with various departments to accomplish tasks and provide key business inputs

WORK EXPERIENCE

WarnerMedia India Pvt Ltd. (WarnerBros Discovery Group) | Sep 2016 - Present

Associate Director, Finance | Mar 2018 – Present

Assistant Financial Controller | Sep 2016 – Feb 2018

Key Deliverables:

- Lead Finance, Tax, Commercial, Risk Management, and Treasury functions, ensuring financial controls, policies, and compliance align with IGAAP, USGAAP, and Companies Act 2013
- Lead transaction services for APAC Procure-to-Pay, Order-to-Cash, and Record-to-Report processes, managing business expectations for efficiency and accuracy
- Providing support to EMEA and APAC teams in financials and balance sheet reconciliations, setup example for other regions for building excellent BS reconciliations
- Manage cash flow, liquidity, and working capital to support the organization's ongoing operations and growth initiatives
- Maintain strict control over accounts within an ERP environment, ensuring monthly, quarterly, and annual closings align with global timeframes
- Lead the development of effective and robust internal financial control processes, safeguarding financial assets, identifying potential liabilities and risks
- Embrace and implement financial technologies (FinTech) and data analytics to improve decision-making and financial processes
- Analyze and communicate financial performance, strategies, and risks to the Board members, and other stakeholders to maintain their confidence
- Lead timely preparation and filing of tax remittances, GST, and IT returns
- Partner with Big 4 Consulting Firms for Transfer pricing certification, study and tax assessments



AREAS OF EXPERTISE

- Financial Strategy and Tactical Business Planning
- Financial Planning & Analysis
- Financial Closing & Reporting
- Financial Modelling
- Business Finance Partnering
- Controllership & Decision Making
- Risk & Compliance
- Forecasting & Budget Management
- Cash Flow Analysis & Management
- Tax Strategy & Compliance
- GST Implementation
- South Asia Financial Compliance
- Big4 Partner Relationship

CORE COMPETENCIES

- Process Improvement
- Corporate Governance
- Change Management, Technology Adoption and Business Transformation
- Cross-Functional Collaboration
- Team Building, Development & Leadership
- Corporate Banking Relations
- Treasury Management
- Capital Allocation
- Diversity & Inclusion

EDUCATION

- **2024: Certified Independent Director | IICA- MCA**
- **2009: Diploma in IFRS | ACCA**
- **2005: Chartered Accountant | Institute of Chartered Accountants of India**
- **2002: Bachelor of Commerce (Hons) | Delhi University**

- Maintain strong business relations with corporate banking partners to ensure liquidity
- Well versed with Indian accounting standards, reviews/owns financials for multiple Legal entities (annual turnover ~\$50M) registered in South Asia region
- Successfully led the company's' liquidation process, ensuring compliance with legal and financial requirements
- Act as a trusted business partner to Divisional leadership teams, providing insights and robust challenges to support decision-making across the Group
- Work closely with international controllers, regional FDs to ensure clear communication of business performance
- Hold full responsibility for SOX reporting requirements for India operations, ensuring compliance with regulatory standards
- Manage and provide leadership to the US Head Office, fostering a culture of excellence and commitment in operations
- Supporting leadership in business transformations and setting up of new facilities & setups
- Build and lead a high-performing global finance team, fostering talent development and a culture of excellence

Prometric Testing Pvt Ltd. | Nov 2013 – Aug 2016

Manager - Finance

Key Deliverables:

- Designed and implemented new policies and procedures, ensuring effective control of all finance activities in the India region
- Coordinated with global counterparts on various improvement projects, fostering collaboration and sharing of best practices
- Controlled accounts under an ERP environment on a monthly, quarterly, and annual basis, adhering to strict global timelines
- Led the Accounts Payable, Accounts Receivable, and GL teams, handling escalations and ensuring smooth financial operations
- Liaised with internal and external auditors, ensuring timely audit closures and compliance with regulatory standards
- Managed cash forecasting and ensured funds availability, maintaining strong relations with corporate banking partners
- Ensured the timely preparation and filing of tax remittances and returns, complying with tax regulations and requirements
- Coordinated and interacted with other department heads and country managers to align financial goals with overall objectives
- Analyzed budget versus actual spending, providing timely and accurate reporting to keep management informed
- Built a strong professional and process-driven team, fostering a culture of excellence and commitment in financial operations
- Ensured compliance across the company, aligning financial practices with IGAAP and Companies Act 2013 standards

Cairn India Ltd. (now Vedanta Group) | Jul 2007 – Oct 2013

Assistant Manager - Finance

Key Deliverables:

- Led the development and establishment of Corporate and Departmental KPIs in alignment with the \$16Bn company's vision
- Prepared and delivered financial updates to the Executive Committee (Ex Co-Directors) and Board members through various report submissions, ensuring transparency and accountability
- Conducted detailed departmental cost analyses, highlighting key points to the management to facilitate cost optimization and efficiency improvements
- Managed and controlled the finance risk register, preparing it for submission to the Risk Committee, and proactively addressed financial risks
- Took responsibility for creating, monitoring, managing, and gaining approval for Joint Venture (JV) and corporate budgets, facilitating effective collaboration across departments and government authorities
- Provided support in planning yearly Work Programs and budgets for asset operations, ensuring timely approval from Corporate, JV, and DGH (Directorate General of Hydrocarbons)
- Independently liaised with Non-Operator Audit, Government Audit, Statutory Audit, Internal Audit, and Tax Audit, successfully closing audit points, and ensuring compliance
- Effectively interfaced with JV partners (ONGC, Tata Petrodyne), ensuring timely realization of funds and efficient fund management
- Monitored and interpreted cash flows, predicting future trends to support cash flow management strategies
- Provided key business inputs to senior management using Financial Modeling, aiding in strategic decision-making
- Reviewed and tracked the performance of critical group projects, ensuring timely execution and delivery of key objectives

EARLY EXPERIENCE

HCL INFOSYSTEMS LIMITED | Senior Executive | Dec 2005 to Jul 2007

M C Garg & Co. | Trainee & Understudy | Apr 2000 to Mar 2003