

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, Controllershship, 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, Controllershship, 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, Controllershship, 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

- **Singh & Bakhru, CA** **Senior Associate** **(New Delhi) Jan 2001 – Mar 2003**
 - ✓ Led & Coordinated Auditing, Income Tax, Compliances, Accounting, & Finalization for 8 clients

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%

PROFESSIONAL SKILLS

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

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

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

SOFT SKILLS

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

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