



## GLOBAL CHIEF FINANCIAL OFFICERS – 2024

**CEO** *Insights* **TOP 10**  
**GLOBAL CHIEF FINANCIAL**  
**OFFICERS - 2024**

A graphic of a certificate with a blue and gold border. A gold ribbon banner across the top contains the text "Certificate Of Recognition".

**CEO** *Insights*

IS PROUD TO PRESENT

**RAJEEV KUMAR**  
CHIEF FINANCIAL OFFICER, SQUARE NINE GROUP OF COMPANIES

AS ONE OF THE

**Top 10 Global Chief Financial Officers – 2024**

This is an annual recognition that showcases exceptional leaders & professionals in the finance department of an organization who guide the organization to its future by setting benchmarks across different key parameters.

**Sujith Vasudevan**  
Managing Editor



## RAJEEV KUMAR

### DRIVING FINANCIAL EXCELLENCE AND IT INNOVATIONS ACROSS GLOBAL MARKETS

**T**he Global Indian Chief Financial Officers are dynamic leaders who profoundly impact international finance. Their career is marked by innovative problem-solving and a commitment to excellence, embodying resilience and adaptability in the face of complex challenges. One such trailblazer in financial leadership is Rajeev Kumar, CFO of Square Nine Developments, who is setting a benchmark for success and inspiring others in the industry.

Rajeev has established a prestigious career in finance and accounting, spanning various sectors and regions. He began his professional journey as a consultant, working with major corporations such as Hindalco Industries, the Aditya Birla Group, Hindustan Motor, Jayashree Textiles, Jayashree Insulators, Birla Corporation, the Birla Group, apart from other clients, conducting audits for renowned firms like Ernst & Young International and HLB International. His diverse experience includes roles at Duncan Industries, where he managed accounts, finance, ERP implementation, and taxation for their tea and fertilizer production operations as well as at Ultratech Cement in Mumbai, focusing on system development, budgeting, MIS, and internal audits.

In 2007, Rajeev relocated to Harleys as CFO in Kenya, where he took on responsibilities for finance, IT, HR, and material management. Upon returning to India, he served as the CFO of Atlanta, managing internal audits and project funding apart from Finance and Accounts. He later contributed to policy development and internal control procedures at Orbit Textiles before joining Jarir Marketing as a Financial Controller, Alhokair as Director Finance and Dar Al Arkan as CFO in Saudi Arabia. There, he successfully managed the global implementation of Oracle Fusion across 3,000 locations apart from his other duties. Currently, Rajeev serves as the CFO of the Square Nine Group of Companies in Canada, overseeing accounting, finance, IT implementation, and Property Management, etc.

#### RAJEEV KUMAR CHIEF FINANCIAL OFFICER SQUARE NINE GROUP OF COMPANIES

Rajeev Kumar began his career with Ernst and Young International and HLB International, handling audits for major corporations. His roles have included CFO positions at Harleys in Kenya, Atlanta Ltd. In Mumbai, Companies in Saudi Arabia and in Canada at present. He has also led IT implementations at Duncan Industries, Alhokair, Dar Al Arkan and Square Nine at present.



I am working on building internal controls & procedures to strengthen our SOPs, aiming to enhance operational efficiency & ensure consistent reliability

- **Hobbies:** Travelling
- **Favourite cuisines:** Indian
- **Favourite Destination:** Switzerland
- **Awards and Recognitions:** Top 10 CFOs in Asia 2023, top 10 global CFO 2024, and nominated for top 10 inspiring CFOs of 2024.

Engaging in an immersive interaction with CEO Insights magazine, Rajeev shares his strategies, leadership guidelines, future roadmap, and much more. Let's delve into it.

#### How are you using your experiences today to be an integral driver when it comes to decision-making for an organization?

I rely on careful study and data processing to ensure my conclusions are well-researched. Drawing on past experiences and proven results, I confidently make informed decisions and execute them effectively. This disciplined approach, honed through years in various roles, enables me to make critical decisions and significantly contribute to the success of the organization.

#### Can you elaborate on your experience with identifying and managing financial risks that could impact a company's stability and reputation?

The core principles of integrity, transparency, and adaptability drive my approach to financial management. I believe in fostering strong collaborations with major banks, financial institutions, and private lenders to thoroughly evaluate and mitigate the risks associated with various funding sources.

By proactively identifying and managing potential risks, I ensure our financial decisions are well-informed and aligned with our strategic goals. This careful risk management not only supports our immediate objectives but also contributes to building a robust and forward-thinking financial environment.

#### As a pioneer in implementing ERP systems such as Oracle and SAP FICCO Module, how do you leverage your technical expertise to optimize and enhance operations within your organization?

Leveraging my technological expertise, I have successfully implemented ERP systems across various businesses, including Oracle Fusion and Oracle, leading to significant operational improvements. For instance, in my previous role in Saudi Arabia, I took over a delayed Oracle project that was behind schedule. By completely overhauling the accounting system, master data management, and overall system

architecture, I expedited the deployment and brought the project back on track.

In my current role, I applied this experience to deploy a property management module that enhances our handling of investment gains and to implement a new accounting system. These advancements have markedly improved our operational efficiency and decision-making processes.

#### What is the strategic financial plan or roadmap you have developed for your current organization?

At Square Nine, a multi-story building developer, my strategic financial plan focuses on enhancing project management and operational efficiency by deploying advanced IT tools. My successful implementation of the Accounting System led to my selection for the property management module, reflecting the management's confidence in my ability to drive effective solutions.

My future strategy involves integrating new IT technologies to accelerate project operations and enhance monitoring. This approach is crucial for ensuring efficient operations and timely project completion, which are critical to our ongoing success. Additionally, I am preparing to take on roles in project planning and IT system implementation, viewing these as both significant challenges and opportunities to apply my skills in new contexts.

#### Based on your extensive experience, what advice would you offer to emerging financial leaders in the real estate industry?

My key recommendation for aspiring financial leaders in the real estate sector is to prioritize prompt and responsible financial management. Effective money management is crucial, and it involves thorough analysis, thoughtful decision-making, and clear communication with lenders and financial institutions.

Additionally, it's essential to focus on detailed project budget articulation and accurate cost forecasting. Leveraging tools like PERT and CPM can significantly improve project scheduling and ensure efficient execution. Personally, I have successfully implemented these methodologies to provide precise financial guidance and reduce project timelines. [CEO](#)