

# VINEET KUMAR GUPTA

**Regional Finance Manager  
(Asia & North Africa)  
Sarens Group ([www.sarens.com](http://www.sarens.com))**

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**Innovative, focused and result oriented professional having more than 11-years' experience in Accounting, Taxation, Financial Planning and Analysis, Developing and implementing financial systems, strategies, processes, and controls.**

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## Professional Synopsis

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### **Sarens Group (Sarens Heavy Lift India (P) Limited)**

Sarens is the recognized worldwide leader in heavy lifting, special & engineered transport. Sarens has a fleet of heavy crane all across globe and providing heavy lifting & engineered transport services to Petrochemical, Oil & Gas Exploration, Nuclear/Coal/Wind/Solar Power Plant, Mineral, Metal & Mining Plants.

### **Positions & Responsibilities Delivered**

**Regional Finance Manager (Asia & North Africa) (Jan 2021 – Present)**

**Regional Finance Manager (APAC & Africa) (From Jan 2017 – Dec 2020)**

**Regional Finance Manager (APAC) (From Oct 2015 – Dec 2016)**

**Regional Finance Manager (Asia) (From April 2013 – Sept 2015)**

- Responsible for explaining, linking and transferring financial insight to Business Areas in the region in order for them to improve business results, by serving as a close liaison between Finance and the other Business Areas in the region.
- Ensures that the Business is properly supported by financial steering information, analysis, control and communication hereon, in order to make sure interventions and corrections can be made timely.
- Provides input to group CFO with regard to the financial strategy, in a pro-active and constructive manner and responsible for producing and communicating actionable plans (incl. measurable targets) in order to implement those financial strategies and to monitor its effectiveness.
- Implements the most optimal structure and organization in region alongside with the necessary processes, guidelines, policies and set of controls and takes corrective measures when and where needed.
- Organizes the Business Performance process in region within the Global framework.
- Responsible for the development, maintenance and implementation of a correct Forecasting & Financial Planning system in region, including Cash Flow Forecasting, Strategic Plans, Budgets, and rolling forecasts compliant with Group standards and ensures pro-active advisement, interventions, supports and actions when necessary.
- Responsible for the deployment and maintenance of KPI's for the Analysis & Business Control Process, in line with Group guidelines, in order to ensure a comprehensive set of controls is installed for cost control, margin improvement, occupation rate, profitability, working capital, to safeguard the set financial objectives and to mitigate risk.
- Responsible for the deployment, maintenance, and implementation of a correct Management Reporting system for region, in order to ensure accurate and timely information for the internal stakeholders on how well their business area/the company is doing, in support of their decision making; allowing them to steer business performance and take corrective actions.

- Understands the organization and the needs for information and data processing of the internal customers. Follows and uses the evolutions in the different domains to offer the best solutions at an acceptable cost within budget, in consultation with the CFO and Regional Director.
- Ensures and oversees the production of regular and accurate reports of team, in order to keep management informed and uses this information to manage and improve results.
- Prepares regional management presentations.
- Pro-actively provides all other relevant financial information, significant issues and risk areas to CFO and Regional Director in a timely manner.
- Responsible for the continuous assessment of ongoing and new or changed processes to identify areas for potential improvement.
- Closely liaises and maintains effective relations with the Business and its internal stakeholders in a pro-active, timely and self-starting manner.
- Coordinating with internal & external auditors/ consultants/ financial institutions/ tax authorities
- Coordinate with local finance team on International taxation, Transfer pricing and other regulatory matter including export / import process.
- Recommends benchmarks against which to measure the company's performance
- Implements clear cut and measurable Key Result Areas, including of Key Performance Indicators/Deliverables, for everyone in his/her team and ensures the evaluation against these set KRA's and KPI's.

#### Key Achievement

- Develop Finance Flying squad and implement BCP for F&A Division in APAC and Africa region
- Implement the harmonized Procurement process, Accounting package, Centralized compliance Data management system

#### **Manager Accounts (From April 2012 - March 2013)**

- Prepares, evaluates, updates and ensures the accuracy of country forecasts and financial planning, including cash flow forecast, by assessing actual costs incurred, accruals and monitoring progress and performance continuously
- Provides financial and business analyses as required, and points out to the business any (foreseen) variances
- Prepares and monitors the budget in conjunction with the Country managers or department heads for assigned areas and ensures the accuracy, following up on inconsistencies between actual expenses and budgeted figures
- Implements the established KPI's, standards, tools and procedures with regard to the financials, in accordance with company standards and procedures. Controls these set financial KPI's for the assigned business areas and takes appropriate action where and when required in a pro-active manner
- Summarizes current financial status by collecting information; preparing balance sheet, profit and loss statement, and other reports
- Follows up on monthly provisions (cost & revenue), ensuring completeness and accuracy and makes adjustments where needed
- Supports management and Department Heads in ensuring adequate cost control and margin improvement to optimize profitability in line with the set financial objectives.
- Controls that all relevant financial master data and relevant information is updated, and maintained and filed correctly
- Reviews activities for compliance with financial policies and procedures, legislation and intervenes where and when necessary; including revenue recognition and financial set up rules for the country/departments
- Keeps a close eye on possible tax issues in country and take necessary actions in coordination with Regional Manager Finance

- Supports Country Managers/Management team/ Department Heads with respect to invoicing, financial terms & conditions, credit management and to mitigate risk of not achieving the set financial objectives
- Receivable and payable management, review working capital position
- Continually assesses ongoing and new or changed processes/tools in relation to controlling, to identify areas for potential improvement
- Serves as a close liaison between Finance and Business Operations; translating financial data/information into comprehensive operational business insights
- Provides information to in and external auditors as requested and Substantiates financial transactions by auditing documents
- Provides regular and accurate reports (including budget, Resource returns, cash flow, and detailed cost/revenue reports) in accordance with Group standards and applicable legislation, in support of decision-making for Country Management and Business Operations
- Reports significant issues promptly to country and regional management
- Responsible for Implementation for ERP system. Planning and execution of roll out of ERP system in business unit and transformation from Old ERP to New ERP in operational business units without effecting data quality and operational results

#### **Assistant Manager Accounts (From July-10 – March-12)**

- Ensure the accuracy, reliability, completeness, timeliness and compliance of the reported financial results
- Responsible for controlling and supporting the accounting and reporting operations
- Controls all accounting operations and deliverables
- Supports the accounting operations and reporting cycle where and when required and produce financial reports or statements
- Maintains a comprehensive set of controls to mitigate risk, optimize accuracy and timeliness of reporting, in compliance with Group standards, accounting principles and applicable legislation
- Controls all operations of the accounting department(s) concerned, including the design of a structure equipped for achieving the set objectives
- Control of month-end closing and verifying of inconsistencies
- Controls that all closing activities are performed correctly and in due time
- Advises and verifies (intercompany) invoicing
- Calculates variances from budget
- Follows up on all debtor issues (credit management, limits, issues, etc.) together with Accounts Receivable
- Oversees the control systems, transaction-processing operations and policies & procedures of the accounting department(s) concerned
- Coordinate and complete annual audits

#### **Key achievements:**

- Set up the entire F&A function
- Zero attrition in first 3 years period in F&A Division (India) and average 5 years retention period
- Successful Implementation of Accounting & Reporting systems across APAC & Africa Region (15 Countries, 30+ Small and large Legal Entities)
- 4 times appreciation letters from management in tenure of first 3½ years of service

#### **Earth Infrastructure Limited**

Earth Infrastructure Ltd. is an Independent infrastructure company engaging in development of Housing and commercial complex

## **Assistant Manager Finance & Accounts (From Mar-10 – June-10)**

- Financial & Management Accounting
- Corporate reporting and MIS
- Designing and implement systems, policies and procedures
- Responsible for ERP Implementation
- Drawing road map for Dynamic Web based database and virtual office and successfully complete the first phase of set up

## **Scholastic Credentials**

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### **Professional Qualification**

**2009 June** CA Final with 65.88% (**All India – 12th Rank**)

**2006 November** CA Inter with 69.83% (**All India – 32nd Rank**)

### **Educational Qualification**

**2007 B.Com (Hons)** from Sri Guru Gobind Singh College of commerce, Delhi University

## **Academic Achievements**

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- **College Topper** in B.Com (H) 2nd year & got **96% marks in Income tax subject**
- Certificate of Merit for **3rd Position in CA Final Examination in Northern India Region**
- Certificate of merit for being among the **TOP 0.1%** of successful candidates in Business studies in S.S.C.E. in 2004
- Participation in various **A-level & B-level National Mathematics Olympiad**

## **IT Skills**

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Software	:	MS Office
Finance Software	:	Tally, Microsoft Dynamic Navision & Axapta
MIS Software	:	Qlikview, Power BI

## **Personal Details**

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Date of Birth : 5<sup>th</sup> Dec 1986  
Languages Known : English, Hindi  
Permanent Address : 61, Sharda Apartments, West Enclave, Pitampura, New Delhi-110034.  
Nationality : Indian  
Passport : Z2913291 (Valid up to July 2024)

## **Reference**

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