

POORNIMA RAMAMOORTHY

1426 Marian Ave Ann Arbor MI 48103 C: 720-431-7321

r.poornima1986@gmail.com

EXPERIENCE SUMMARY

- Detail-oriented FP&A specialist with over 8 years of hands-on experience in quantitative/statistical analysis, budgeting, accounting, and forecasting.
- Strong academic background - MBA in Finance and General Management, Intermediate level I in a professional Cost and Works Accounting certification program by ICWAI, Silver medal recipient for second highest score in entire Bachelor's program in Commerce that year
- Experience with Mergers & Acquisitions – identified targets for M&A based on business viability, their historical performance, potential for future expansion etc
- Experience working on a wide variety of assignments on Valuation, Evaluation of financial performance (including Financial statement analysis, ratio analysis etc), Pricing contract/agreement evaluation etc
- Performed a wide variety of analysis including but not limited to store wise or product wise profitability analysis, occupancy analysis, cost breakdown analysis, competitor analysis etc
- Experience working on Zero based budgeting, Yield Analysis etc
- Excellent experience in a manufacturing environment
- Built robust models in excel for all the types of analysis mentioned before. Power user of excel (very comfortable using pivot tables, vlookup/hlookup etc)

WORK EXPERIENCE

High Level Marketing, LLC, West Bloomfield, MI

[May'17 - Present]

Finance Director

About HLM : A Michigan-based digital marketing agency that is dedicated to helping small businesses get more leads through web design, SEO, and social media marketing. HLM was established in 2009 and has grown from a small group of local clients to a nationwide network of more than 1,000 businesses in a wide range of industries.

Roles and Responsibilities

- Assist Executive Team and or CEO on ad hoc projects
- Analyze all company data as needed, with a focus on finance
- Research industry trends / Opportunities / Threats/ Weaknesses.
- Manage company / departments budgets.
- Maximize HLM topline and drive the bottom line by assisting CEO by way of clients, vendors, employees, etc
- Maximize EBITDA - by optimizing costs & performance.

GHS Holdings LLC, Alpharetta, GA

[Aug'12-Jun'16]

Finance Manager

Clients - PJ Boston LLC, A Papa Johns Franchise, Quiznos, The Krystal Co, Crawford Company

About GHS: GHS Holdings was launched by Mr. Harsha V. Agadi, as a consulting company focused on speedy implementation of business plans for start-up and growth companies. We deliver customized financial consulting and a comprehensive array of client-centric Business Process Outsourcing services to a variety of Industries, enabling them to concentrate on core activities. GHS employs Industry-best practices and technologies, to develop customized Financial, Consulting and Accounting solutions for our clients.

Roles and Responsibilities:

- Analyzing stores' operating performance, including P&L results, labor/COGS productivity, key metrics and Outliers.
- Work closely with senior management across key areas of the organization to support the development of strategic initiatives, particularly those related to operations analysis.
- Delivering financial consulting and BPO advisory services to a variety of industries, allowing them to focus on core activities
- Creating IT outsourcing plans for companies, helping them decide upon which solution to go with, for high quality and cost effective IT solutions using Industry-best practices and technologies, to develop customized Financial/consulting/accounting / IT solutions for each client perform financial analysis based on the financial reports, balance sheets etc.
- Performing due diligence on stores and/or companies before buying them.
- Performing other ad-hoc financial analysis.

Projects worked on (not an exhaustive list):

- Scope Analysis for US based restaurant chain - this analysis compares a store's performance for a period to its peer group's average for that period.
- Overhead Benchmarking - Computed industry average for each of the overhead items and compared them with numbers from those of a US based restaurant chain and identified areas of improvement
- Beverage deal evaluation - Analyzed fine print of agreements, identified pros and cons of all terms being offered, quantified all these items and created a report suggesting which ones to agree to and which ones to modify to safeguard the company's best interests.
- Restaurant Industry Analysis - Analyzed top 100 and second 100 restaurant chains in the US with a specific focus on financials and operations.
- Outsourcing analysis - Compared outsourcing proposals, from various vendors, arrived and ranked offers by order of present value of each of them. Management followed recommendations and awarded contract
- Periodic Business Review - Reviewed monthly operational reports from various companies and provided highlights/summaries to the Chairman
- Resurgence Planning - Analyzed client under crisis, created turnaround plan that included aggressive financial activities, Organizational structure changes, Operational corrections etc.
- Financial Due diligence - Analyzed targets for acquisitions, reviewed their financials, created viability models on their financials and came up with recommendation reports
- Periodic dashboard reports - Created and automated snapshots of hierarchical P&L reports, helping Management get a closer picture of store wise performance periodically

HTA Inc

[Apr'12- Jul'12]

Manager - *Operations/Finance*

Roles and Responsibilities:

- Handling all accounting and finance needs for the organization
- Managing vendor contracts, employee payroll etc.
- Managing day to day operations of the organization, including timesheets, task assignments etc.

Orchid Phama Inc

[Apr'10- Feb'12]

Financial Business Analyst - *Corporate Strategy and Development*

Roles and Responsibilities:

- Inter-firm analysis with a specific focus on financials, comparing Orchid with peers in the same industry and arriving at a SWOT profile for Orchid
- Worked with various external consultants regarding acquisition or merger opportunities, analyzing due diligence documents and finally making a recommendation on the best opportunities to management
- Performing periodic analysis on Market products, competitors etc as part of Corporate planning initiatives. Studies done included a study on the US market for 35 oncology molecules, to find how competitive it would be to launch our product in the US market
- Worked on Zero based budgeting for FY2011-12.
- Worked on Yield Analysis in tandem with the Heads of our manufacturing plants
 - Collecting data of all products being produced per plant per financial year
 - Comparing actual against the budgeted numbers
 - Identifying variances and reporting areas of improvement back to the manufacturing plant heads
- Working with the manufacturing plant heads on tracking overheads, providing analysis and decision support on overheads
- On a monthly basis, working on collecting and reporting data on Product manufacturing numbers, comparison of actual versus target, preparation of performance reports highlighting performance of individual manufacturing plants
- In continuation with the previous activity, ensuring issues are identified, tracked, reported on time and resolved in a timely manner
- Checking the financial viability of all projects right from molecule development till market supply
- Market Intelligence - Made reports on Market Analysis. (IMS, Wolter Kluwers, Newport etc.,)
- Created and presented our company's 5 year business plan to External Investors for fund raising, handling Investor queries etc.

General Motors Acceptance Corporation FS India Ltd.

[Apr'08 - Apr'09]

Designation: Senior Officer

Team: Accounting - Bank Reconciliation Team

Responsible for reconciling receivables and treasury accounts

Citigroup Global Services Ltd., Chennai, India

[Sep'06 - Feb'08]

Designation: Junior Officer

Team: Banking and Financial Services (Client: Citi)

Responsible for reconciling Cards transactions of Citibank Australia's customers.

EDUCATION

Great Lakes Institute of Management

Degree: MBA (Post Graduate Program in Management) in Finance and General Management
GPA: 3.32/4

Fatima College

Degree: Bachelors in Commerce
GPA: 9/10

REFERENCES

- Harsha V Agadi, CEO of Crawford & Company and founder of GHS Holdings LLC.
- Prof. Bala V Balachandran (Professor Emeritus, Kellogg Business School)
- Vijayraghavan V (Currently, Head - Corporate Centre at IFMR Trust. Priorly Chief Financial Officer at GMAC FINANCIAL SERVICES)
- K Raghavendra Rao (Chairman & Managing Director, Orchid Chemicals & Pharmaceuticals Ltd)