

Poornima Ramamoorthy

Professional Experience

Director of Finance TA Digital, Jun 2018 till date

- Director, Head of Finance at TA Digital, reporting to COO.
- Responsible for all aspects of Finance and accounting at TA Digital, including financial reporting, expense management, billing, contract management from vetting to approval.
- Managing a team of 8 Finance/Accounting professionals.

Director, Finance - High Level Marketing, LLC, West Bloomfield, MI. May, 2017 - Present

- Assist Executive Team and or CEO on ad hoc projects, analyze all company data as needed, with a focus on finance
- 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.

Manager, FP&A – GHS Holdings, Atlanta, GA • Aug, 2012– Jun, 2016

- Performed various types of financial analysis including, Overhead benchmarking, Beverage deal evaluation, Outsourcing analysis, Compensation analysis, Periodic business review, accounting, budgeting and forecasting etc.
- Clients - PJ Boston LLC, A Papa John's Franchise, Quiznos, The Krystal Co, Crawford Company

Manager, Finance/Operations - HTA Inc, Atlanta, GA • Apr, 12– Jul, 12

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

Financial Business Analyst, Orchid Pharma, Inc (Manufacturing) – Orchid Pharma, Chennai, India • Apr, 10– Feb, 12

- I performed a variety of Financial analysis and budgeting at Orchid, including Zero based budgeting, yield analysis, project financial feasibility, product planning, inventory control etc. Senior Officer, GMAC (now Ally), –Ally, Chennai, India • Apr, 08 – Apr, 09
- Responsible for reconciling receivables and treasury accounts Junior Officer, Citigroup Global Services –Citi, Chennai, India • Sep, 06 – Apr, 08
- Responsible for reconciling Cards transactions of Citibank Australia's customers.

Software Skills

- Microsoft Excel (vlookup, hlookup, pivot tables), Oracle Financials 11i, Oracle Hyperion, Salesforce Procure2Pay, SAP, GreatPlains, ADP Payroll, PayChex Payroll, QuickBooks
- Involved in the process migration of our entire payables module to Oracle 11i Procure to Pay (P2P).
- Great knowledge of SAP (Financial Accounting) (mainly the GL sub module), Microsoft dynamics - Great Plains, Oracle Hyperion.

Education

MS Business Analytics, University of Michigan, 2019.

MBA Finance - Great Lakes Institute of Management, 2009-10