

# POORNIMA RAMAMOORTHY

MBA Finance, General Management

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## EXPERIENCE SUMMARY

--Detail-oriented FP&A specialist with over 8 years of hands-on experience in quantitative/statistical analysis, budgeting, accounting, and forecasting.  
--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 Zero based budgeting, Yield Analysis 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 with Mergers & Acquisitions

## WORK EXPERIENCE

### **GHS Holdings LLC, Alpharetta, GA [Aug'12-Jun'16]**

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

GHS Holdings is a consulting company focused on speedy implementation of business plans for start-up and growth companies.

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  
-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*

-Handling all accounting and finance needs for the organization  
-Managing vendor contracts, employee payroll etc.

-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

-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*

- 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 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.
- 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 on Zero based budgeting for FY2011-12.

**General Motors Acceptance Corporation FS India Ltd. [Apr'08 - Apr'09]**

Senior Officer

-Responsible for reconciling receivables and treasury accounts

**Citigroup Global Services Ltd., Chennai, India [Sep'06 - Feb'08]**

Junior Officer

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