

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 performing Worked 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

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 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)