

Sameeksha Gupta

Cambridge, MA

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Product & Finance Management Professional

Detail-oriented cross-functional manager with extensive experience in leading all aspects of accounting and finance.

Skilled in conducting financial audits, studies, and analyses to evaluate financial health status and position of accounting operations based on balanced scorecard measurements or indicators. Instrumental in implementing financial procedures, resolving complex financial issues, and preparing financial statements and reports with accuracy. Passionate about managing corporate accounting/ financial operations, including strategic planning and business development. Expertise in arranging effective training and development programs and overseeing teams to achieve shared visions and goals. Known for monitoring internal controls to identify problem areas, improve operating program effectiveness, and ensure integrity of financial and accounting information. Adept at executing new systems and procedures to enhance business process efficiency.

Work Experience

Senior General Manager (Product Management and Finance)

Ashok Group - India

January 2013 to August 2021

Led all operations related to product management and finance with a focus on increasing business performance, developing new business initiatives, and achieving organisational objectives. Collaborated with the chief financial officer to develop a diversification roadmap for non-automobile sectors. Gathered and monitored customer feedback for AMCs of commercial vehicles to develop bespoke after-sales service contracts. Conducted analysis of competitors' offerings, obtaining five-year AMCs for 300+ clients (industry first in commercial auto sales in India).

- ◆ Promoted from manager to general manager to senior general manager based on outstanding performance.
- ◆ Supported Ashok Group in diversifying the business into real estate and hospitality by providing capital and financing for the company's real estate initiatives through FHA and P2P loans.
- ◆ Partnered with a leading real estate developer to bid on and secure 1700-flat government project in Central India.
- ◆ Decreased holding costs by 40% by conceptualizing and developing full backward integrated supply chain channel with a fully integrated MOQ ordering system.
- ◆ Planned and executed VAVE idea generation initiatives, boosting auto sales profitability by 15% and acquiring new wholesalers and distributors.
- ◆ Secured over a third of the four-wheeler and heavy commercial vehicle market from 2016 to 2018; designed and led successful delivery of sales campaigns by determining customer needs and volume potential through market analyses.
- ◆ Improved credit lines by one year and ROI by 1.5% by converting EMI schemes and buyback options with lending institutions, banks, and local NBFCs.
- ◆ Elevated financing for real estate initiatives through FHA and P2P loans while bidding on and acquiring 1700-flat projects in Central India with leading real estate developers.

Deputy Manager (Finance & Advisory)

Hicks Thermometer (India) Pvt. Ltd. - India

August 2011 to December 2012

Offered effective support in forecasting weekly, monthly, and annual revenue, margin, and income for all medical equipment sales while communicating with manufacturing teams, wholesalers, and sellers to maintain appropriate stock levels.

◆ Received promotion to deputy manager in accounting and finance department for delivering exemplary services.

◆ Conducted financial analysis and evaluation of company performance, providing key financial and operational metrics, profit and sales statements, projections vs actual attainment, and ongoing Project Management Office (PMO) functions to upper management for informed decision-making and improved financial performance.

Education

Master of Finance in MFIN

Hult International Business School - Boston, MA

2023

MBA

Hult International Business School - London

2022

Bachelor of Commerce in Accounting & Finance

BR Ambedkar University - Agra, Uttar Pradesh

2011

Skills

- Strategic Business Planning & Analysis
- Financial Planning & Analysis
- Cost Control & Reduction
- Accounting & Finance Operations
- Continuous Process Improvement
- Financial Risk Management
- Financial Statement Preparation
- Financial Modeling & Reporting
- Cash Flow Optimization
- Data Analysis & Decision-making
- Business Strategy Development
- Profit & Revenue Generation
- Product strategy and management
- Financial Resource Management
- Budgeting & Forecasting

- Generated corpus of 110M by establishing factoring and forfeiting services to encash future payables.
- Led the development of housing projects and malls in the North Indian market by managing Ashok Group's diversification efforts.
- Arranged effective training and development programs for staff members to boost knowledge and performance.
- Delivered strategic leadership and encouraged cross-functional teams to achieve financial goals.
- Prepared long-range plans, budgets, and forecasts and tracked metrics to assess financial key indicators.
- Conceptualized Ashok Group's diversification into real estate, hospitality, and gemstone lapidary through the development of two subsidiaries, including Ambara H&B and Indesigns.

Links

<http://www.linkedin.com/in/sameekshagpt>