

## **U.V.L.N.S.N.PRASAD**

**Contact No.: 00974 55430783**

**E-Mail: [venkateshprasad69@yahoo.com](mailto:venkateshprasad69@yahoo.com)**

**LinkedIn: <https://www.linkedin.com/in/venkateshprasad69>**

A Dynamic Financial Management Professional with more than 24 Years of rich experience in Accounts, Financial Controlling, Finance Project Control, Budgeting, Auditing , Management Information System, Risk Management, Implementing Financial Standards and Policies, with a unique mix of skill sets in financial operations and business management specially for Power Generation Sector, Food Industry, Manufacturing and Automobile industries . A strong team player and communicator, who highly values personal and business integrity, a keen planner, strategist & implementer with demonstrated abilities in managing entire financial operations and accelerating the business growth towards meeting the objectives.

I am holding –

- Masters Degree in Investment Management
- Masters Degree in Supply Chain Management
- Masters Degree in International Business Management
- Masters in Financial Analysis
- Masters in Marketing Management and
- Masters in Economics (Gold Medallist)

I am a –

- CFA charter holder
- Cost Accountant and
- Certified SAP B1 & FI Professional

Currently I am pursuing PhD in Welfare Economics

- A Catalyst : for Growth/Diversification through Continuous Global Scanning & Identification of New Investment Opportunities and Converting them into Profitable Ventures.
- Board Level Strategy, Critical Decision Making, Complete Organisational Redesigning & Restructuring.
- Devising Business/Market Strategies, Monitoring Execution of these Plans and adding high Economic Value to the Organization.
- Business Process Improvement, Change Management, Creative Problem Solving.
- Turnaround Strategy & Implementation for sick Businesses.
- Sound Understanding of the Business, Market Environment and Key Drivers of Success.
- Joint Ventures, Acquisition / Merger, Strategic Partnering / Alliance.
- Detailed Technical, Market & Financial Feasibility, Forecasting & Sensitivity Analysis, Financial Modelling, Complete Funding of Projects & Working Capital.
- Identifying & Evaluating Technology, Processes, Plant & Equipment.
- Team Leader, Motivator, Target Oriented, and Employee concentric.
- Team player & Ability to Work Fast.
- Pleasant personality with strong communication, Selling & Negotiations Skills.
- Ability to Work Independently & Fast Learner.
- Strongly Motivated & Dynamic & Organized.

## **Experience Summary**

**15 December 2017 to Until Now**

**Group Internal Auditor**

One of Leading Family Owned Group in Qatar which is having over 55 companies in 8 countries and employing over 3500 personnel. Industry activities include automotive distribution and services, real estate and investments, retail, food & beverage, engineering, technology, media and entertainment. The group covers most areas of retail including luxury goods, beauty, fashion, home interiors, watches and jewellery.

- ✎ Work closely with the Management to Explore / Manage the investment Portfolio
- ✎ Prepare Cash Flow and Funds Flow Statements periodically
- ✎ Sourcing & Application of Funds
- ✎ Develop appropriate investment strategies
- ✎ Economic Analysis and warn the Management
- ✎ Risk Mitigation Strategy
- ✎ Managing Group Companies Internal Audit

**01 Jan 2016 to 31 October 2017**

**Chief Business Development Officer  
RUBIRTH IT SOLUTIONS PVT.LTD**

**"Rubirth IT Solutions Private Limited"** is into ERP Solutions, Consulting and Staffing business.

- ✎ Strengthen Existing Operations and Identify new Opportunities to diversify and Expand Business Activities.
- ✎ Drive & Motivate the Prospects.
- ✎ Build and Maintain High-level Contacts with Current and Prospective Partners.
- ✎ Providing Vision and Leadership for Global Growth Strategy and Service led Initiatives.
- ✎ Elaborate Business Development Plans, Design and Implement Processes to Support Business Growth.
- ✎ Facilitating Global Growth through Revenue Generation, Margin Management, Customer Satisfaction & International Expansion.
- ✎ Develop Marketing Strategy; Manage Proposal teams and Client Account Managers.
- ✎ Growth/Diversification through Continuous Global Scanning & Identification of New Investment Opportunities and converting them into Profitable Ventures.
- ✎ Business Process Improvement, Change Management, Creative Problem Solving.
- ✎ Turnaround Strategy.
- ✎ Sound understanding of the Business, Market Environment and key drivers of Success.
- ✎ Joint Ventures, Acquisition / Merger, Strategic Partnering / Alliance.
- ✎ Detailed Technical, Market & Financial Feasibility, Forecasting & Sensitivity Analysis, Financial Modelling.
- ✎ Identifying & Evaluating Technology Processes.
- ✎ Creating, Communicating, Executing, and Sustaining Strategic initiatives within the corporation

### **Significant Highlight:**

- ✎ Turnaround Strategy Implementation in Progress
- ✎ Implementing various Marketing Strategies to overcome Competition

<b>01 June 2015 to Dec 2015</b>	<b>SAP Functional Project Manager RUBIRTH IT SOLUTIONS PVT.LTD</b>
---------------------------------	--

Lead a team in SAP Project implementation B1 (Small and Medium Enterprises). Implemented 3 End to End Projects.

<b>Nov 2010 to April 2015</b>	<b>Financial Controller RUBIRTH IT SOLUTIONS PVT.LTD</b>
-------------------------------	--

#### Key Deliverables:

- ☞ Review Monthly Management Reporting of Power related projects with focus on cost centres, Statutory Accounting (including Tax) with focus on legal entities and also Project Accounting with focus on projects.
- ☞ Monitoring inter-company accounting transactions following predefined inter-company invoicing procedures.
- ☞ Financial Planning, Budgeting & Reporting along with 36 month Forecast.
- ☞ Ensure the compliance of all local laws /US GAAP/ IFRS / Company policies for the statutory accounting of the three entities and also Corporate Ethics Policy.
- ☞ Review the Project Accounts and follow up on receivables.
- ☞ Local Treasury management in coordination with Regional/Head Quarters to meet the funded and non-funded requirements.
- ☞ Liaising with Internal Auditors, Statutory Auditors and Tax Consultants.
- ☞ Investigating and resolving the inter-company queries.
- ☞ Review the over/ absorption of overheads including burden and support the costing & estimating process with overhead loading/recovery.
- ☞ Conducting monthly review meetings; reviewing monthly balance sheet for relevant companies & resolving issues.
- ☞ Design and manage Insurance- General & Personnel including social insurance.
- ☞ Managing With-Holding Tax with minimum exposure, especially with related parties.
- ☞ Reviewing Inter-company positions & streamlining inter-company processes & procedures to maximize efficiency.
- ☞ Participate in the administrative decision making of the Country Management and also on strategy for specific project/s and/ or clients.
- ☞ Support / Participate in the development and improvement of systems, processes etc.
- ☞ Overseeing customer satisfaction once in a Quarter.

<b>Sep 2009 to Aug 2010</b>	<b>Alstom Grid (Areva T &amp; D), India Ltd. Chennai, India as Finance Controller and Accounts Manager Company Accounting– India, NME &amp; Africa</b>
-----------------------------	--

Formerly called: Alsthom, GEC-Alstom  
 Industry: Rail transportation  
 Founded: 1928  
 Headquarters: Saint-Ouen, north of Paris, France  
 Products: Railway vehicles and signalling  
 Revenue: €6.2 billion (2014)  
 Operating income: €764 million (2010/2011)  
 Profit: €462 million (2010/2011)  
 Total assets: €30 billion (March 2011)  
 Total equity: €4.2 billion (March 2011)  
 Number of employees: 32,000 (March 2014)  
 Website: [www.alstom.com](http://www.alstom.com)

#### Key Deliverables:

- ☞ Review Monthly Management Reporting of Power related projects with focus on cost centres, Statutory Accounting (including Tax) with focus on legal entities and also Project Accounting with focus on projects.

- ☞ Monitoring inter-company accounting transactions following predefined inter-company invoicing procedures.
- ☞ Financial Planning, Budgeting & Reporting along with 36 month Forecast.
- ☞ Ensure the compliance of all local laws /US GAAP/ IFRS / Company policies for the statutory accounting of the three entities and also Corporate Ethics Policy.
- ☞ Review the Project Accounts and follow up on receivables.
- ☞ Local Treasury management in coordination with Regional/Head Quarters to meet the funded and non-funded requirements.
- ☞ Liaising with Internal Auditors, Statutory Auditors and Tax Consultants.
- ☞ Investigating and resolving the inter-company queries.
- ☞ Review the over/ absorption of overheads including burden and support the costing & estimating process with overhead loading/recovery.
- ☞ Conducting monthly review meetings; reviewing monthly balance sheet for relevant companies & resolving issues.
- ☞ Design and manage Insurance- General & Personnel including social insurance.
- ☞ Managing With-Holding Tax with minimum exposure, especially with related parties.
- ☞ Reviewing Inter-company positions & streamlining inter-company processes & procedures to maximize efficiency.
- ☞ Participate in the administrative decision making of the Country Management and also on strategy for specific project/s and/ or clients.
- ☞ Support / Participate in the development and improvement of systems, processes etc.
- ☞ Overseeing customer satisfaction once in a Quarter.
- ☞ Communicating with invoicing party regarding any discrepancies found in the statement of inter-company charges.
- ☞ Controlling of the intercompany financial function with regards to payments from group affiliates.
- ☞ Training the team and making them independent. Organising regular training sessions for the team.
- ☞ Making regular visits to the units with the team and increasing morale of the team members.

#### **Significant Highlight:**

- ☞ Instrumental in streamlining Inter-Unit Process and implementing Revnet Process (Settlement Process between Inter-Company transactions)

<b>Oct 2004 to Aug 2009</b>	<b>Areva T &amp; D, SA, France as Branch Financial Controller (Automation)</b>
-----------------------------	--

Areva T&D, France

Trading name: AREVA

Type: Public

Industry: Energy

Founded: 2001

Headquarters: Courbevoie, Paris, France

Area served: Worldwide

Products: Nuclear power, Uranium, Electricity, Renewable energy

Revenue: Increase € 9.2 billion (2013)

Operating income: Increase € 11 million (2013)

Net income: Increase € -494 million (2013)

Total assets: Increase € 22,346 million (2013)

Number of employees: 45,340 (2013)

Subsidiaries: Areva NP, Areva NC, Areva TA, Areva Mines, Euriware, Areva Med

Website: [www.areva.com](http://www.areva.com)

#### **Key Deliverables:**

- ☞ Driving efficiency and productivity through evaluation of financial management systems and implementation of process improvements.

- ☞ Directing highly skilled Financial Management Teams to support achievement of corporate goals & objectives.

**Significant Highlights:**

- ☞ Worked hard for all round growth and Implemented Strategic initiatives for Unit sustainability.

**2003 to Sep 2004**

**Hempel Paints as Regional Controller - Collections - NME**

Hempel A/S is a global coatings supplier working in the decorative, protective, marine, container and yacht markets, head-quartered in Copenhagen, Denmark.. The company is owned by the Hempel Foundation which supports cultural, humanitarian and scientific charities around the world

Website: [www.Hempel.com](http://www.Hempel.com)

Industry: Coatings

Founded: 1915

Founder: Jørgen Christian Hempel

Headquarters: Lyngby, Denmark

Revenue: EUR 1,298 million (2014)

Net income: EUR 71 million

Number of employees: 5000(2014)

**Key Deliverables:**

- ☞ Directing financial management functions including development of monthly/quarterly financial statements, financial forecasts, and budgets.
- ☞ Overseeing general accounting functions, including AR/AP, account reconciliation, and cash management.
- ☞ Administering all Financial Management Systems, evaluating and integrating new applications.
- ☞ Developing highly skilled accounting and financial management team to achieve established objectives.
- ☞ Interacting with the Board of Directors and President concerning financial forecasts and reports.

**Significant Highlights:**

- ☞ Implemented effective centralisation of collection system in the Middle East.
- ☞ Played a vital role in effectively managing 15% annual revenue growth.
- ☞ Strategically restructured financial reporting processes in accordance with organizational changes.
- ☞ Spearheaded implementation of technology that improved tracking reducing operating expenses 20%.

**1996 to 2003**

**Strand Group of Companies as Group Financial Controller**

**Key Deliverables:**

- ☞ Preparing financial reports, developing budgets and performing variance analysis in accordance with business plan.
- ☞ Carrying out internal audits to ensure regulatory compliance and operational efficiency/accuracy.
- ☞ Supervising inventory and fixing cost of goods and services including annual stocktaking, valuation and its variance analysis.

**Significant Highlights:**

- ☞ Effectively handed the Group and successfully implemented Consolidation Accounting.
- ☞ Successfully reduced monthly closing cycle by 3 days with identification of enhanced closing procedures.

**1989 to 1996**

**Apollo Hospital, Madras, India  
as Assistant Manager - Internal Audit**

**Key Deliverables:**

- ☞ Overseeing set up of systems controls, updating the controls from time to time and modifying according to the needs of the organization.
- ☞ Supervising a group of professional Internal Auditors.
- ☞ Reporting to the Managing Director on daily basis related to the audit activities such as inward and outward gate passes, surprise verification of cash, stock, etc.

**Significant Highlights:**

- ☞ Consistently met deadlines while demonstrating strong analytical skills to achieve corporate objectives.
- ☞ Exposed to all activities of the Company including Project Management.

**Skills**

- ☞ Performance Management
- ☞ Financial Modelling
- ☞ Quantitative Analytics
- ☞ Portfolio Management
- ☞ Financial Reporting
- ☞ Quantitative Finance
- ☞ Project Management
- ☞ Team Management
- ☞ Budgeting
- ☞ Contract Management
- ☞ Negotiation Management
- ☞ Tender Management
- ☞ Strategic Planning

**Education**

- ☞ Chartered Financial Analyst
- ☞ Post Graduate Diploma in Management -Operations
- ☞ Post Graduate Diploma in Management - Finance
- ☞ Master of Business Administration in Investment Management
- ☞ Master of Business Administration in Supply Chain Management
- ☞ Master of Business Administration in International Business
- ☞ Master of Arts in Economics (Gold Medal)
- ☞ Global Financial Market Professional
- ☞ Grad C.W.A.I
- ☞ Master in Financial Analysis
- ☞ Certification on Business Analytics Optimisation

**Alumni Status**

- ☞ IIM, Calcutta
- ☞ LIBA, Chennai
- ☞ University of Madras, Chennai
- ☞ Alagappa University, Karaikudi
- ☞ BSE, Mumbai
- ☞ IMT, Ghaziabad
- ☞ ICFAI

### Membership:

- ☞ ICWAI
- ☞ CFA Institute

### Certification:

- ☞ SAP SE, Germany for SAP Global Certification on B1 (R2) -ID 0014413323
- ☞ SAP Certified Application Associate - Financial Accounting with SAP ERP 6.0 EhP7

### Currently Pursuing

- ☞ International Post Graduate Diploma in Risk Management
- ☞ FRM
- ☞ PMP
- ☞ PhD

### IT CREDENTIALS

- ☞ Instrumental in migrating SAP from Sun. Involved intensively with SAP Technical team at the time of SAP implementation, Testing and approval stages.

Having working knowledge in the following areas of R3

- ☞ -CRM (Customer Relationship Management)
- ☞ -SRM (Supplier Relationship Management)
- ☞ -SAP CO (Controlling)
- ☞ -SAP FI (Financial Accounting)
- ☞ -SAP MM (Materials Management)
- ☞ -SAP SD (Sales and Distribution)
- ☞ -Cost Centre Accounting (CO - CCA)
- ☞ -Overhead Cost Controlling (CO - OM)
- ☞ -Activity Based Coding (CO - ABC)
- ☞ -Product Cost Controlling (CO - PC)
- ☞ -Profitability Analysis (CO - PA)
- ☞ -Accounts Payable (FI- AP)
- ☞ -Accounts Receivable (FI - AR)
- ☞ -Master Data Management
- ☞ -Lean Process Management

### Mentors

Prof. Ravi Shankar, IIT, Delhi  
Prof Neeraj Hatekar, Mumbai University  
Mr.Vijayaraghavan SV, ACA, MBA  
Dr.Srinivasa Raghavan.U  
Dr TAS Sivasubramaniam  
Dr. M. Victor Louis Anthuvan

### Worked Along With

Mr. Karim Vissandjee, former Chief Financial Officer, Areva T & D  
Madame Marie Vigroux, Project Controller Head – Corporate, France  
Mr.Reghu Ganesh Pillai, Commissioning Manager, Alstom Australia  
Mr.Xavier Avarard – former Unit Head –Automation, Areva T & D  
Mr.Jean Brunot – former HR Director, Areva T & D  
Mr.Dominique MASSARD, former Operations Director – Automation, Areva T & D

Mr.Asim Hussain –Director FSSC – Alstom Grid  
Mr. Ravi Arthur – Former Regional Finance Director – Areva T &D  
Mr. Philippe Poulou – Former Vice President – Automation – Areva T & D  
Mr. Anil Chaudhry - Country President & Managing Director at Schneider Electric, India  
Mr.N.Venkat – Financial Controller – Middle East Region, Hempel Paints Qatar

#### PERSONAL SNIPPETS

☞ Date of Birth	28 <sup>th</sup> October, 1966
☞ Family Status	Married