

CMA with almost 10 years of experience in multiple roles within Finance specializing in commercial deal structuring, contract negotiation and Order to Cash Operations. Proven track record in pricing of products & services coupled with extensive knowledge of Revenue recognition & forecasting practices. Currently leading a team of 50 members handling pricing, sales booking, contract review, revenue recognition and invoicing for a \$3Bn portfolio.

CAREER SYNOPSIS

Wipro Ltd.

Designation: Manager

Mar '18 – Present

Heading a 50 member team across Order to Cash (Pricing, Order Booking, Contract Review and Invoicing) and Revenue Recognition functions for Consumer, Health, Manufacturing and Technology business units.

Pricing, Bid Management and Contract Negotiation

- Review of commercial models for various deal types such as subscription & usage based dynamic pricing for cloud services, application maintenance and development, ARC-RRR.
- Drafting of MSAs and review of key SOW financial and legal clauses to ensure alignment with company's contract negotiation strategy and pricing policy
- Partnering with the sales team in high value commercial deals
- Upkeep and maintenance of all pricing artefacts – standard costs, overheads, rate-cards, FX, pricing policies

Audit & Compliance

- Review of existing process to design controls in order to comply with requirements under SOX, IFC & FRM
- Drafting organizational policies of pricing, order booking and contract review.
- Key interface with the auditors in Test of Design and Test of Operating Effectiveness of established controls
- Liaise with internal audit team to tighten internal processes and implement audit committee observations

Revenue Recognition & Forecasting

- Run operations of a Revenue Center of Excellence to handle monthly revenue closure activities
- Ascertaining revenue to be recognized for all types of contracts under execution based on accounting principles governing IFRS 15&16
- Reviewing billed and unbilled revenue to ensure correctness of revenue recognized by way of Dashboards designed specifically to review the contracts
- Forecast future revenues and compare with quarterly achievement and calculate variance of the same
- Conduct reviews to ensure all audit checkpoints from SOX compliance perspective are adhered to

Process Transformation

- Spearhead transformation initiatives across O2C functions by validating "TO BE vs AS IS" processes, review and sign off on the UAT and implementing the changes.
- Ensured smooth integration of 3 distinct O2C functions into one team thereby, unlocking synergies and reducing overall HC by 15%
- Establish effective Change Management approaches during phase wise roll out an organization wide Contract Management Tool to streamline the contract review process

Accounts Receivables (Pre-invoicing Activities)

- Review of customer agreements, Purchase Orders, SOWs etc to ascertain Wipro's right to invoice customers
 - Creation of Sale Orders and setting up customer master data in the systems to enable correct and timely billing to customers.
 - Maintenance of rates charged at a customer level to ensure accuracy of invoices generated
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- Responsible for preparation of function wide analytics for quarterly CFO reviews.
 - Providing functional enhancement requirements to the IT team applications used by the finance team and managing the respective implementations

Diebold Nixdorf

Designation: *Lead Analyst, Integration Management Office*

Oct '16– Mar '18

Executed projects on integrating pricing processes, policies and frameworks of two Fortune 500 companies

- Project management of multiple integration projects across the organization
- Lead the Integration and creation of a common Pricing Office for both the erstwhile companies (Diebold, Inc & Wincor Nixdorf) by adopting best practices of both and aligning to the new organization structure
- Liaise with internal stakeholders in driving functional cost synergies in the organization post integration

Designation: *Senior Analyst, Financial Deals Desk*

Sept '15 – Oct '16

Setup a Finance Deals Desk to cater to all the pricing needs of the company

- Standardize the Deal Review Process between Regions and Lines of Business by creating templates and process workflows
- Advisor on large bids that involve Product sales, Software services and Field services and lease financing.
- Prepare and present analytics on Price Performance, Bundle Pricing options, Sales Opportunity Pipeline
- Build, maintenance and upkeep of all templates, policy documents and databases related to Pricing

Novozymes A/S

Aug '14 – Sep '15

Designation: *Deal Analyst, Pricing & Negotiation*

As part of the Commercial Excellence function, analyzed deals to identify margin expansion opportunities and set up key upstream and downstream processes related to Pricing & Contract Negotiation thereby, reducing negotiation preparation time for proposals.

- Setup a Deal Desk, did a phase wise roll out for operations across 2 regions.
- Aligning regional pricing practices to the global pricing policy of the organization and setting up key upstream Sales Enablement processes
- Collaborate with Sales Directors in setting negotiation thresholds based on customer analytics generated against KPIs like cost-to-serve, manufacturing & packaging costs, payment terms, pricing, order patterns etc.
- Administration of the process of Price Setting for newly launched products and Price guidance on existing products.
- Develop fact packs for marketing teams to help drive profitability and maintain price levels of products

Wipro Technologies Ltd.

Oct '11 – Aug '14

Designation: *Pricing Lead, Central Pricing Team*

- Manage the commercial business case for large and complex bids and provide key finance support from pricing to contract signing
- Managing the commercial aspects of the deal including costing, pricing and alignment of terms and conditions to the deal model
- Ensure proper maintenance of all pricing parameters including standard costs, overhead loading structures to be used for pricing deals, forex rates etc.
- Provide red flags and administer discounting thresholds through in-depth pricing analytics.

ADP Private Limited (India)

Apr '08 - Jun '09

Designation: Accounts Receivables Management Associate

Education

2005 - 2008 BBA from ICFAI University

2009 - 2011 Certified Management Accountant - CMA

2020 – 2021 Post Graduate Program in Management from IMT, Ghaziabad

Skills - MS office including MS Publisher, Think-Cell, MS Dynamics, and working knowledge of Tableau.

Passport – Indian – valid US visa