Prasanna

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Dear Sir/Madam,

**Application for the post of Finance Manager/Finance Executive**

I’m writing this letter to introduce myself for a job opportunity in finance section at your organization.

I started my career as an accounts clerk and moved to **Ernst and Young- Sri Lanka** following the footsteps of partner in the firm and introduced me to Ernst and Young as audit & advisory trainee.

When I was studying for the Chartered Institute of Management Accountants UK (CIMA) exams, I had a vision to be a “**World Class Business & Finance Professional**” and to be able to work anywhere in the world. Following that vision, today, I am a member of CIMA, CPA (Australia), Chartered Accountant of Fiji Island and member of Chartered Global Management Accountant. (CGMA).

I am a great follower of **Nelson Mandela** and believe in the leadership style of Leading by Example. Also, I believe in the words of Mandela “**Hard work beats talent when talent doesn’t work hard**”.

Having achieved many successes throughout over ten years of career, in corporate finance, management accounting, business analysis & reporting, risk management, external & internal audit, IFRS to GAAPs conversion, business developme’8nt, customer profitability analysis, human capital management and sales & marketing. I feel that I am in a unique position to help your business grow and I would relish the opportunity to bring my expertise to your business.

I assure that with l8ml2y unique mix of experience and qualifications, I will be able to add significant value to your organization. I am able to manage challenges in a fast moving business environment, and easily adopt myself to changing situations.

My Curriculum Vitae (CV), which I’ ve enclosed for your review, contains additional details about my professional accomplishments. I look forward to meet your good office immediately to discuss the qualifications I would bring to your organization.

Thank you for your consideration.

Sincerely,

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**Personal Statement**



* A results driven, self-motivated and resourceful finance & business professional with a proven ability over ten years relevant experience to provide key financial data and reporting to assist in key business decisions.
* Excellent communication skills and able to build strong relationships both within and outside the organisation and effectively communicating financial information to non-finance colleagues.
* Possessing strong financial & management accounting, finance/business analysis, financial reporting skills and rigorously ensuring that all statutory and corporate obligations are met.

**Summary**



* 10 years + experience in financial & management accounting in manufacturing, real estate, financial services, IT services, AND external auditing and business advisory services.
* 4 years + experience in a big 4 firms
* Past governing council member of Association of Accounting Technicians of Sri Lanka. (aat Sri Lanka)

**Specialties**



|  |  |  |  |
| --- | --- | --- | --- |
|  | Financial & Management Accounting | International Financial Reporting Standards | |
|  | Financial & treasury Management |  | (IFRSS) |
|  | Sales & Marketing | International Standards on Auditing (ISA) | |
|  | Human capital Management |  | Project management |
|  | Corporate finance |  | Computerised ERP systems |
|  | Financial analysis & reporting |  | Advanced excel |
|  | Stakeholder management |  |  |

**Professional education**



Associate member of Chartered Institute of management Accountant of United Kingdom - ACMA (UK)- 2013

|  |  |  |
| --- | --- | --- |
|  | Member of Certified Practising Accountant of Australia. | - CPA (Australia) -2013 |
| Member of Chartered Global Management Accountant. | | - CGMA - 2013 |
|  | Chartered Accountant of Fiji Island. | CA (FIA) -2014 |

**Work Experiences**



**1. Pacific Feeds Ltd, Fiji Island. September 2013 to March 2015**

**Accountant**

Pacific Feeds Ltd is a leading poultry feeds manufacturing company in Fiji Island with an annual turnover of Fijian dollar 13 Million, 11 sales outlets across Fiji Island and one subsidiary company in Wallis & Fortuna.

**2 | P a g e**

As the Accountant my main responsibility was effective financial leadership of the business to achieve budgeted bottom line. I supervised eighty employees including thirteen finance team members.

**Duties & responsibilities**

* Preparation of monthly management reporting pack including consolidated financial reports.
* Office administration -80 employees and 11 sales outlets.
* Product costing and pricing- 17 products and 3 regional pricing.
* Variance Analysis and reporting against budgeted and actual.
* Maintain a system and of policies and procedures that ensure control over finance & operation activities.
* Forecast cash flow positions, related borrowing needs and available funds for investment & maintain relationships with banks and credit rating agencies.
* Liaising with external auditors - Ernst & Young
* Budgeting & forecasting –Annual & monthly budget forecasting and monitoring.
* Sales & marketing- maximise full potential by continuously reviewing and analysing both product and market performance and ensure relevant plans and strategies are put in place to overcome any potential competitive hurdles or barriers.
* Working on ad hoc strategic advice with all the financial institution- Loan utilisation reports, customer analysis etc.
* Loan portfolio management – managed FJD $ 30 million new factory construction loans facility.

**Accomplishments at Pacific Feeds Ltd**

* Accelerated the month-end reporting process to the seven calendar days from 14 days.
* Eliminated short & excess banking &stock variances soon after implementation of sound financial control system with the organisation.
* Developed management reporting pack, which resulted in effective & fast decision making at all levels of the company.
* Introduced clearly defined job descriptions with KPI’s for individual employees of the organisation.
* Accelerated sales and cash collection cycle soon after implementing daily sales analysis and monitoring system for all sales outlets.

**2.** **Prime Lands (Pvt) Ltd, Colombo,Sri Lanka August 2012 to April 2013 Management Accountant**

Prime Lands group (PLG) is the market leader in real estate sector in Sri Lanka with annual revenue of US $ 12 million and over 150 employees. The group diversified into a number of different business sectors such as micro financing, construction of semi luxury apartments and advertising & consulting.

As the management accountant of the group I supervised a team of twenty employees attached to finance & treasury department.

**Duties & responsibilities,**

* Preparation and reporting of monthly management accountant & consolidate reporting.
* Financial evaluation of new projects and expansion plans- Managed over 150 projects at a given point.
* Managing and mentoring a team of five qualified and part qualified accountants.
* Managing transactional finance including payroll, accounts payable and receivable.
* Statutory compliance reporting to central bank of Sri Lanka.
* Treasury management having USD $ 5 million loan portfolio.
* Liaise with corporate tax consultant (PwC) and strategic tax planning.

**3 | P a g e**

**Accomplishments at Prime Lands Group**,

* Person in charge in developing 5 years strategic plan of the group. (2020 best real estate Company in South Asia).
* Developed regulatory reporting systems to mitigate business continuity risk and compliance risk.
* Introduced & implemented financial & administration manual for entire group companies, which significantly contributed to streamline responsibilities of executives within the organisation.
* Initiated a project costing system which resulted to increase project profitability by 30%.
* Introduced investment portfolio reconciliation, cash flow forecasting and various general ledger reconciliations, which resulted to speed up month end management reporting process.

**3.** **SPIL Software Solution Ltd, Colombo,Sri Lanka March 2010 – August 2012 Assistant Manager Finance & Business Development**

SPIL Software is one of the leading business partner, developer and implementor of business management software and services to customers in Australia and Sri Lanka. SPIL develop, and support business software that automates business processes.

**Duties & responsibilities**

* Preparation and reporting of monthly management accountant to board of directors.
* General administration- 20 field staff and 10 office staff.
* Compiling compliance reports and attending to resolve with in short possible time frame.
* Planning and managing projects,
* Leadership in preparation of sales forecasts, pricing decisions and resource allocation.
* System implementation review
* Project profitability analysis

**Accomplishments at SPIL Software Solution (Pvt) Ltd**

* During a short period of time I was able to increase the customer base by 50%.
* Developed performance management system, dash boards reporting, productivity utilization and customer profitability analysis reporting cycle.
* Leadership in prioritising workloads and met all the deadlines and schedules, developed and maintained positive working relationships, implemented change, and maintained confidentiality.

**4. Pricewaterhousecoopers,Colobmo Sri Lanka July 2008 to February 2010**

**Senior Associate - Assurance & Advisory services**

Assisting audit partners and managers in the performance of complex audit assignments and investigations, often undertaking specific elements of the complex assignments with minimal supervision. Completing allocated work within required time and budgets and required quality standards.

**Duties & responsibilities**

* Planning and conducting audits.
* Involved in financial reporting, risk management, compliance & integrations.
* Generating ideas to maximize assignment profitability.
* Compiling reports of audit results to partners and managers
* Identifying areas of potential efficiency improvements.
* Draft audit reports for review by the lead auditor and senior managers. Identify any gaps in controls and make practical recommendations.
* Performing audit assignments in compliance with international and locally accepted accounting and auditing practices.

**4 | P a g e**

**Key highlights**:

* Banking & financial institutions –External audits & agreed upon assignments – Senior in charge
* Manufacturing - Trelleborg Ltd- External audit –Senior in- charge for two consecutive years.
* Education service -Colombo international school – External audit –Senior in charge
* NGO – International red cross – Agreed upon assignments
* Freight forwarding – External audit –Senior in- charge
* Hotels and leisure –External audit- senior in-charge of 6 member audit team (SEC/IFRS reporting)
* Appeals and garments industry – External audit
* Insurance & leasing – external & internal audit, special assignments.-Senior in charge
* Retails – Singer Sri Lanka Ltd –External audit, Special assignment –Senior in charge

**5. Ernst & Young, Colombo,Sri Lanka** **March -2006 to July 2008**

**Audit Senior –Assurance & Advisory services**

I joined Ernst and Young Sri Lanka as an audit trainee and advanced to Audit Senior to while studying for my initial accounting qualification. The industries covered during the period are as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| · | Manufacturing and trading | · | Retail and wholesale trade |
| · | Banking and finance | · | Hotels |
| · | Engineering | · Non-profit making and public sector | |
| · | Agriculture | · | Transport |

* Health and educational services

**Key Highlights**:

* Directly reported to a audit manager.
* An Initial member of the business restructuring service line who was providing audit and technical knowledge support to the restructuring team.
* Was a member of a team which was able to win LKR 1.5 million initial assignments for the restructuring service line after a successful bid and competition with other BIG 4 firms
* Completed the Institute of Chartered Accountants of Sri Lanka (ICASL) audit article ship.

**6. ICL Marketing (Pvt) Ltd, Colombo,Sri Lanka** **January 2004 to March 2006**

**Accounts Clerk**

ICL Marketing (Private) Ltd is a leading player in the fast moving consumer goods (FMCG) market in Sri Lanka. Over the last six decades, ICL Marketing has built a well diversified portfolio of strong local brands, which it manufactures and markets. In addition to the products manufactured by its sister company, ICL Marketing also distributes a range of internationally renowned products and brands such as Colgate, Citizen, Vileda and Thermos.

As an accounts clerk I had an opportunity to learn how financial system work with in an organisation. I was mainly responsible for bank reconciliation, debtors’ ledger, creditors’ ledger, product costing, and general ledger reconciliation, inter company and fixed assets register.

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