#### Venugopal

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#### Chartered Accountant and Cost Accountant

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| **Career Profile** |
| Strategic executive with wide experience in retail sector driving improvements to financial health and cash flow, with extensive background in regional market analyses, operational improvement, cost control, and technology utilization. Well-respected, ethical executive frequently tapped for high-level financial decisions, automation solutions, and core analysis of economic patterns. Able to relocate.**Professional Qualifications**

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| * Chartered Accountant (CA) from the Institute of Chartered Accountants (ICAI) of India–May1993
* Cost Accountant (CWA) from the Institute of Cost and Works Accountants of India – June 1990
* Company Secretaryship (ACS) – Intermediate from The Institute of Company Secretaries of India – December 1992
* Bachelor of Commerce, Madras University
* ERP –SAP &Oracle Financials – Release 11.0

**Financial Leadership Competencies*** Organizational Leadership
* International Accounting Standards
* SAP ERP Design and Implementation
* Strategic Planning
* Capital and Operational Budgeting
* Corporate Finance
* End to End Payroll Process Management
* Business Finance – pricing strategies and competitive market positioning
* Risk Management
* Process Improvement

 **Professional Experience** |

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| **Gulf Marketing Group, Dubai, UAE. Oct 2005 toTill Date** * *Spearheaded finance function for FMCG division & Sports Division of the group leading a team of 21 direct reports.*
* *Primary influence on the Finance infrastructure and planning process.*
* *Defined the pricing structure and policy fueling the 3X revenue growth of the Sports Division*
* *Instrumental in implementing SAP ERP for the Sports Division*
* *Supported geographical expansion of the Sports Division across UAE, KSA and Qatar*
* *Managed the setting up of the state of Art Third Party Logistics (3PL) facility at the cost of AED 200 Mn*

**Athlocity L.L.C, Dubai, UAEJul 2014 to Till Date***Division: The Sports Division for the Distribution of “UNDER ARMOUR” US BRAND Apparel, Footwear & Accessories in GCC & Middle East***Finance Manager****Responsibilities& Accomplishments:*** Developing a high performance team to drive disciplined growth and strengthen controls with focus on adherence to relevant IFRS reporting requirements. Creating and overseeing focus sub-groups for accounting, working capital management, customer credit lines and brand profitability.
* Core team member of SAP implementation. SAP FICO module for the ATHLOCITY LLC
* Enabling business growth through strong & insightful business reviews and analyses for the CFO and Board on a timely basis.
* Leading annual budgeting and planning process for the company, administered and reviewed all financial plans and budgets, monitored progress and changes.
* Working closely with CEOand sales team to collect A/R on timely manner and presented to CFO &Group Managementa monthly ageing statement for all receivables with collection and sales details.
* Managing cash flow position of the Company through forecasts, customer credit lines approvals and borrowing plans thus, ensuring sufficient availability of funds. Negotiating with banks for facilities and managing relationships.

Preparation of feasibility studies / reports for new project financing requirements.* Participate in establishing internal controls, systems and operational processes for the Company. Managing internal and statutory audit activities.
* ManagingAccounts payable team with having the signing authority of checks & Trade Documents. Ensuring payments to suppliers on time. Co-0rdinates with Group Management for getting approval on Lease Agreements / ROCE / All capital Payments for the New Stores / Projects.
* Overseeing the functions of Logistics Dept. and coordinating with Marketing and Projects Department.
* Creating costing models for various product lines ensuring adherence to established profitability norms. Engaging in cost analysis reviews and rationalization activities to ensure productivity in all controllable costs
* Managing HR operations.
* Supervision and approval of payroll through WPS for 150+ employees.Responsible for accurate payroll processing on time. Ensured checking and payments of all Final settlements.
* Evaluated & reviewed all commercial lease agreements with legal dept.& business manager.
* Responsible for insurance cover for all properties/assets of my portfolio including new outlets.
* Presentation of Monthly MIS Reports to the Board of Directors with key financial metrics and recommendations to improve the activities in all areas of company’s operations

Software Environment: SAP EHP 7(ERP 6.0), Synthesis and MS Office. |
| **FARM FRESH LLC, DUBAI, U.A.EOct 2005-Jun 2014***Division: FMCG Division of Gulf Marketing Group, Dubai, UAE.*.**Finance and Administration Manager*** Led the finance and Administration team and Managing the accounting operations and results of the various business transactions.
* Core member of new Food Processing and Logistics facility established (entity called TRILOGI Logistics) in DIP, involved in feasibility study and project financing
* Participated in establishing systems and operational processes for the Company.
* Established procedures and plan for the provision of accounting facilities and services in line with the Group accounting policies.
* Prepared the Monthly MIS Reports to Management.
* Overseen the Accounts Receivable and Payable functions and Monitoring and Approval of Payments.
* Coordinated with Corporate Finance on operating and capital budgets, monitoring actuals against budget and report variance to Management
* Initiated and implemented appropriate IT based application to establish effective financial accounting system.
* Upgraded the accounting, reporting and internal control systems to efficiently provide relevant financial information and analysis to enable timely management action and to facilitate better business decisions.
* Co-ordinated with banks for various facilities and with Statutory Auditors for audit finalization.
* Co-ordinated with Sales Dept. for product pricing and verifications of calculations in Quotations / Contracts /Tenders and negotiated with the Customers for contract Finalization.
* Handled the Administration and Office Related Matters.
* In-charge for Finance &Accounts of the GCC Branch operations.

Software Environment: Synthesis and MS Office. |
| **AL HAMED GROUP OF COMPANIES, ABU DHABI, U.A.E. Sep 2000 to Sep 2005***Division: Tours, Travel, Cargo, Rent-A-Car, Property Management and Building Maintenance.* **Group Chief Accountant*** Supervised the day to day activities of the Accounts department in addition to assisting the business in all areas of budgeting, cost control, internal controls and policies, bank liaisons, credit control, statutory audits and procurement of direct and indirect materials. Assisted in Group consolidation of Accounts and Annual Budget. Prepared the MIS reports such as analysis of profitability statement submitted by the group companies on monthly basis.

Software Environment: Best Accounting Package, Unix Operating System & MS Office. |
| **AL SHAMALI GROUP OF COMPANIES, DUBAI U.A.E Dec 1998 to Aug 2000***Division: Travel, Retail and Wholesale Trading (Automobile spare parts, Textiles, Garments and Foot wear)***Finance Manager** |
| **DAMAS GROUP OF COMPANIES, DUBAI, U.A.E Aug 1995 to Nov 1998***Division: Manufacturing and Trading (Wholesale and Retail) in Gold and Diamond Jewellery***Senior Accountant** |
| **TUBE INVESTMENTS OF INDIA LTD, (Murugappa Group), India Nov 1994 to Jul 1995****Accounts Executive** |
| **S.R.BATLIBOI & COMPANY-CHENNAI, INDIA.Sept 1990 to Oct 1994**(A member of Ernst & Young International)**Audit Senior** |
| **TECHNICAL SKILLS** |
| **ERP Implementation****Core Team Member of SAP Implementation :**Successfully implemented SAP FICO module for the Athlocity LLC and actively involved in following tasks:* As-Is and to be process documents prepared for Athlocity**“Under Armour”** US Brand.
* GAP analysis and ascertain necessary customizations and changes to the existing business processes.
* Designing and development of Organization Structure – Finance & Controlling (including Company, Company Code, Business Area, Segment, Profit Center& Cost Center etc.). The organization structure defines the way of reporting the company wishes to view moving forward.

**ERP Package – Oracle Financials – Release 11.0** Institution : M/s. Continental Informatics Middle East L.L.C-DubaiSpecialized in the following functional Modules :Oracle General Ledger , Oracle Receivables , Oracle Payables & Oracle Fixed Assets**Microsoft Office**Thorough knowledge on Microsoft Office (Word, Excel and Power Point).**PERSONAL** |
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| * Marital status Married
* Nationality Indian
* Visa Residence
* Others Holder of UAE Driving License
* Languages English, Tamil
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**REFERENCES will be provided upon request**