

VELU SASHI KUMAR

Bahrain address: Flat No 41, Bldg 565, Road no 3913, Block 339,
Um Al Hassam, Kingdom of Bahrain
Cell: +973 35194857, Email: v.sashi04@gmail.com

Mumbai address: Flat 405A, New Vinay CHS, Sunder Nagar, off
Manipada Road, Kalina, Santacruz-East, Mumbai - 400098



Certified Public Accountant, USA Chartered Global Management Accountant, USA

Self-motivated and multi-skilled professional contributing in varied business sectors including almost 20 years of international experience Possess valuable insights, keen analysis and team approach to set priorities, adept at working in high pressure environments with strict timelines and multiple deliverables.

- ⇒ Extends diverse and cross functional experience in steering entire aspects of finance & accounts, taxation, auditing and statutory compliance.
- ⇒ Demonstrated expertise in project accounting, contract management and asset management, cash flow management, budgeting and ensuring cost control.
- ⇒ Well versed in financial accounting processes, reporting & accounting standards (IFRS and US GAAP) with accounting software skills in, MS Great Plains (ERP), FocusV8 (ERP), Promis (ERP), Diamond (ERP), Fame (ERP) & Tally (ERP).
- ⇒ Team leader / player, an efficient communicator, combining sound interpersonal, motivation, analytical and leadership skills to enhance organizational performance.

Career History

Gulf Markets International WLL, Kingdom of Bahrain Finance Manager (Since February 2019, till date)

Company Profile: Gulf Markets International W.L.L (GMI) has been a leading service provider for over 40 years in the Kingdom of Bahrain. GMI has continued to deliver various products and services to its customers within the GCC region and outside, expanding its business into representing foreign companies and supplying high quality products in various field such as Industrial Supplies, Building Material, Lifts and Escalators, Medical Equipment, Agricultural Supplies.

- Manage the Company's financial and treasury system and practices, ensuring financial information is timely, accurate, complete and compliant with relevant accounting and taxation principles.
- Work across six divisions with diverse operations through the Finance team ensuring proper Cash flow management, Business reporting, statutory reporting and Holding company accounting.
- Provide excellent leadership and management of corporate Finance, measured by the effectiveness, engagement and business unit respect of the team.

- Build productive working relationship with the stakeholders in order to understand their business operations and the financial information needs of end users.
- Manage relationship with others across the Company divisions to achieve alignment in key business strategies and decisions.
- Manage the cash flows within the available facilities and negotiate for additional as per requirement, providing appropriate reporting to Directors and Executive Management.
- Manage the Company's financial reporting obligation and consolidated accounts of Subsidiary Companies.
- Collaborate, design, implement and review finance systems, policies and procedures to ensure continuous improvement and contemporary relevant practices.
- Ensure reporting functions and responses to ad hoc requests for financial reporting related information are appropriately delivered.
- Preparation of annual Budgets and progressively monitor the performance.
- Ensure appropriate internal control and proper governance are in place related to financial transactions.
- Contribute to the effectiveness of the finance team.
- Support team meetings at which progress against KPI's is monitored and discussed.
- Apply sound time management judgement in relation to prioritizing work and meeting deadlines.
- Ensure compliance with relevant legislation and organizational policies.
- Oversee annual Audit & quarterly Internal Audit.
- Build team and individual capability, ensuring personal effectiveness for work in current and future roles.

Al Jassar LLC, Muscat, Sultanate of Oman
Finance and Accounting Manager – Telecom Division
(November 2017 to February 2019)

Company Profile: **AL JASSAR LLC** is a progressive and diversified group of companies in **Oman**. Started modestly in the year 1994 as a trading company, it has diversified into **Telecommunication (ICT), service, real estate, furnishing, and contracting, manufacturing and health care sectors**. The Group companies are associated with renowned manufacturers and service providers across the globe to provide their clients with reliable quality products and services in various industrial segments.

- Managing and overseeing the daily operations of the Finance and accounting department, set goals and objectives and design a framework for these to be met.
- Manage and monitor the Cash Flow of the Division.
- Monitoring and analyzing Accounting data and produce financial reports and related Management reports & statements for Management review Monthly & Quarterly.
- Establishing and enforcing proper **accounting** methods, policies and principles.

- Responsible for the Annual Budget Process and its implementation and subsequently monitoring the variation and providing timely report to the CFO and Management.
- Prepares special reports by studying variances; preparing budgets; developing forecasts.
- Responds to financial inquiries by gathering, analyzing, summarizing, and interpreting data.
- Provides financial advice by studying operational issues; applying financial principles and practices; developing recommendations.
- Accomplishes finance and organization mission by completing related results as needed.
- Coordinate with other division Managers within the Group to provide important financial support, information and recommending future courses of action.
- Monitor appropriate relationship with the Trade Finance department of the Bank, and ensure availability of the working capital and other finance required to fund the operation and the projects.
- Predicating future financial trends related to the division and the Group.
- Reporting to Management and providing advice on how the future business decision might impact the company.
- Develop short term and long term Business plan for the division and group.
- Analyzing Market trends and competitors and develop strategies that work to minimize financial risk.
- Maintain the financial health of the Organization.
- Conduct reviews and evaluation of cost –reduction opportunities.
- Correspond with other departments and division, discussing company plans and agreeing on future paths to be taken.
- Liase with Auditor and internal Auditor to ensure appropriate monitoring of company finances is maintained and accounting transactions are recorded appropriately as per the company policy and procedure within the guidelines of IFRS.
- Developing and training other accounting staff.

Condor Technology WLL, Manama (Bahrain)
Finance Manager (Feb 2008 to October 2017 onwards)

Company Profile: The Company is based in Bahrain with a recently opened branch office at New Jersey, USA, dealing in ICT (Information Communication Technology) business involving in subsequent supply, installation, consultancy, engineering and designing small and large scale projects in Bahrain and US Defense Forces sites at Iraq, Afghanistan, Kuwait, Saudi Arabia, UAE and Qatar.

- Co-ordinate and oversee the Department Managers in the administration of the financial affairs of the company in accordance with policies and plans established and approved by the CEO and Executive Board management.
- Manage the overall financial requirement of the company with Bank for Working Capital, Trade Finances and all other Banking needs and maintain an appropriate Banking relationship.
- Evaluate and advise on the impact of financial long-term goals, strategies, plans and policies.
- Overall efficient operation of financial affairs.
- Enhance and/or develop, implement and enforce financial policies and procedures by way of systems that will improve the overall financial operation and effectiveness of the company.
- Develop a reliable cash flow projection process and reporting mechanism that includes minimum cash threshold to meet operating needs.

- Analyze company operations to pinpoint opportunities and areas that need to be expanded, reorganized, downsized or eliminated.
- Study long-range company economic trends and projects prospects for future growth in overall development and opportunities for expansion into new product lines. Estimate requirements for capital, land, buildings and increase in the workforce.
- Develop credibility for financial department by providing timely and accurate analysis of budgets, financial reports and financial trends in order to assist the CEO in performing his responsibilities.
- Manage the preparation of all financial reports, including payroll statements, balance sheets, reports for the CEO and Board members, and audits and other reports for governmental regulatory agencies.
- Convene and conduct meetings of Department Managers and other appropriate employees, as required; to provide technical financial advice and knowledge within the financial discipline.
- Manages the Financial department, budget preparation and internal audit functions.
- Participate in continual improvement of the budgeting process through education of department General Managers/Managers on financial issues impacting their budgets.
- Provide oversight of company's risk management functions.
- Optimize the handling of banking relationships and initiate appropriate strategies to enhance cash position.
- Be an advisor from the financial perspective on any contracts into which the company may enter.
- Monitor reserve levels and other indicators of long-term financial health.
- Provide oversight of asset management function by working closely with the Procurement Specialist to ensure proper asset management planning and accountability is in place.
- Manage the development of budgets and long term capital plans for overall reasonableness, comparison to business plan and special financing provisions.
- Ensure financial results in cooperation with the appropriate General Manager/Manager, are administered in a sound and efficient manner within the guidelines set by the Board of Directors.
- Re-organize such financial activities as may be considered necessary and proper to fulfill the functional obligations of the company, subject to prior approval of the CEO.
- Oversee the financial operations of newly opened foreign branch operations at USA, New Jersey as we progress.
- Submit periodic recommendations to the CEO concerning the financial requirements of individual departments.

Business Communications Services WLL, Manama (Bahrain)

Finance & Accounting Manager (Aug 2004 – Jan 2008)

Company Profile: An ICT (Information Communication Technology) company involving local projects and overseas US defense projects in the Middle East at various bases.

- Maintain a documented system of accounting policies and procedures
- Maintain and assist to evaluate and control the financial outcome of outsourced functions
- Maintain and assist in the design of an organizational structure adequate for achieving the department's goals and objectives
- Forecast cash flow positions, related borrowing needs, and available funds for investment

- Ensure that sufficient funds are available to meet ongoing operational and capital investment requirements
- Maintain banking relationships
- Assist in determining the company's proper capital structure
- Recommend appropriate dividend issuances, based on historical dividend patterns and expected cash flows.
- Manage the preparation of the company's budget
- Report to management on variances from the established budget, and the reasons for those variances
- Assist management in the formulation of its overall strategic direction
- Engage in ongoing cost reduction analyses in all areas of the company
- Review the performance of competitors and report on key issues to management
- Engage in benchmarking studies to establish areas of potential operational improvement
- Assist in Interpreting the company's financial results to management and recommend improvement activities
- Review company bottlenecks and recommend changes to improve the overall level of company throughput
- Participate in target costing activities to create pricing that meets predetermined price goals
- Assist in the determination of pricing in relation to features offered and competitor pricing
- Compile key business metrics and report on them to management
- Manage the capital budgeting process, based on constraint analysis and discounted cash flow analysis
- Create additional analyses and reports as requested by management

Horizon Garments Factory, Manama (Bahrain)

Senior Accountant (Mar 1998 – Apr 2004)

Company Profile: A leading company in Bahrain, involved in manufacturing garments and exporting to US markets

- Prepare, examine, and analyze accounting records, financial statements, and other financial reports to assess accuracy, completeness, and conformance to reporting and procedural standards.
- Analyze Business operations, trends, costs, revenues, financial commitments and obligations, to project future revenues and expenses or to provide advice.
- Report to management regarding the finances of establishment
- Establish tables of accounts, and assign entries to proper accounts.
- Develop, maintain, and analyze budgets, preparing periodic reports that compare budgeted costs to actual costs. Develop, implement, modify, and document recordkeeping and accounting systems,
- Making use of current computer technology.
- Prepare forms and manuals for accounting and bookkeeping personnel, and direct their work activities.

- Survey operations to ascertain accounting needs and to recommend, develop, and maintain solutions to business and financial problems.

Perfect Powder Coating Pvt. Ltd., Mumbai (India)

Assistant Accountant (Feb 1995 – Mar 1998)

- Monthly management account preparation
- Production of profit and loss
- To complete and maintain sales invoices and reports
- Accruals & prepayments
- Preparation of the Accounts Pack for review
- Bank reconciliation, posting and balancing
- Weekly wages, petty cash and other journal posting
- Daily bank receipts postings
- Year budget preparation
- Year end audit analysis
- Set up new suppliers on accounting software
- Reports on debtors and creditors
- Quarterly VAT return preparation

Academics

- CPA - Certified Public Accountant, United States of America, Delaware State Board (2011) (Financial Accounting, Auditing, Regulation, Cost & management accounting & Business Law)
- Bachelor of Commerce, ML Dhanukar College of Commerce, Mumbai University, Mumbai (1996) (Financial Accounting, Cost Accounting, Management Accounting, Taxation, Auditing & Economics)

Professional Development

- US Federal Taxation, Active member of American Institute of Certified Public Accountant (AICPA).
- Chartered Global Management Accountant, a designation and certificate issued by American Institute of Certified Public Accountants on 31/05/2014.

Personal Particulars

- Date of Birth: 24th March 1975
- Languages Known: English, Hindi, Marathi, Tamil, Malayalam and Sinhalese
- Indian National, holding valid Residence Permit (Kingdom of Bahrain) up to Jun 2018 and Multiple Entry US B1-Visa, issued by United States of American Embassy at Kingdom of Bahrain (valid up to Mar 2020)
- Active interest in global current affairs and financial trends and update knowledge through news papers, magazines and news channels
- References will be furnished on request.