CLIFFORD LOBO

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**Career Highlights**

* Finance leader with 21 years work experience in diverse functional areas – Finance, Operations Management, Planning, as well as Leadership roles and Business Strategy
* Director of India operations and key role in working through partnerships to drive business profitability
* Industry exposure – Digital media and publishing, digital video and content publishing, sports media, software development, and telecom among other fields
* Chartered Accountant with global exposure – APAC, EMEA and North America

**Significant Mentions**

* While with ESPN, contributed significantly to completion of the ESPN SONY long term collaboration deal, resulting in multi-million dollar addition to operating income and bringing the brand back on the air
* Transitioned a third party driven revenue operation of $1m in Singapore to an in-house operation, which today is a full-fledged stand- alone business operation with a 5x topline growth
* Successfully built and implemented the video strategy for the Cricinfo business resulting in additional OI of $1m annually
* Set-up and managed 100 member off shore technology divisions for ESPN US Technology group in India resulting in annual savings of $1m
* Led the transition of the Cricinfo business in APAC and EMEA immediately post the ESPN acquisition with supervision across entire operations. Drew up policies and procedures, incentive plans and built strong teams
* As part of Leadership Operations Committee provided value addition on finalisation of deals and maximising profitability
* Projects of ERP implementation, Policy standardisation, MIS automation and Facility build-out in record timelines
* Completed Audit in IGAAP, IAS & USGAAP for the first time in the Bharti Group for the quarter ended December ’03 and earned favorable mention from the eminent Board of Directors
* Successfully executed the first CSR initiative for ESPN in Asia, achieving the dual objective of brand building and social impact. Recognised at the 2018 National CSR Leadership Awards in three categories

**Career**

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| **Sl. No.** | **Company Name** | **Designation** | **Duration** | **Tenure** |
| 1. | ESPN Digital Media (India) Pvt. Ltd. | Director – Finance & Administration | Jan 2008 to Aug 2018 | 11yrs |
| 2. | i2 Technologies India Pvt. Ltd. | Director – Finance | Mar 2005 to Dec 2007 | 3yrs |
| 3. | Bharti Mobile Ltd. (Airtel) | Head – Financial Reporting & Compliance  | Mar 2000 to Dec 2004 | 4yrs |
| 4. | SmithKline Beecham Pharmaceuticals (India) Ltd. | Assistant Manager - Finance | Jul 1997 to Mar 2000 | 3yrs |

**Personal**

* Age: 47 years
* Marital Status: Married with 2 children aged 10 and 4
* Certified by The Quality College for Quality Improvement Process Management
* Love for music - Completed Grade III in the violin at the Trinity College of Music, London