

# Sanjay Kumar Agrawal

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## Personal Details:

20<sup>th</sup> October, 1969 • Kanpur, India • Male • Married

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## Director-Finance & Operations and Financial Controller

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Versatile leader with extensive experience in broadcasting industry (ESPN India) in financial planning, budgeting, statutory compliance, cost saving techniques, HR, IT, marketing, and sales management. Proven success accelerating organic growth, delivering projects on-time, executing controls and information systems, and maintaining company's compliance policies.

Solid history of formulating and implementing innovative ideas and techniques to ensure attainment of KPIs, SLAs, and continued progress. Team player with excellent interpersonal skills and potential to communicate at all levels within organisation along with an ability to establish strong working relations outside organisation. Has demonstrable experience of compliance issues, internal and external auditing and risk management. As a true professional goes out of way to make quality and consistency of documentation a business priority

### Key Management Competencies

- Policy Formulation & Implementation
- Profit & Loss Accountability
- Commercial & Business Acumen
- Analytical thinker & problem solver
- Process re-engineering
- Team Building & Leadership
- Design and implement programs, policies & procedures as per SOX compliance/IFRS
- Business risk assessment (Internal and external audit advocacy)
- High-level Decision Making
- Continuous Process Improvement
- Total compliance with best results within timelines (customer-oriented approach)
- Technology Systems/Integration
- ERP management, computer skills and accounting standards and compliance

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## Career Experience

### **Yash Group/ Schimmer Energy Pvt. Ltd., Gurgaon**

**Financial Controller:** Oct 2019

#### Key Advisory/Consultancy Contributions:

- Implement finance, budgetary, credit and regulatory controls of Hydro power projects in Nepal and HP.
- Policy formulation and strict monitoring of compliance.
- Provide insight to the issue management process by self-identified issues and management action plans
- Analyze, manage and reports data to identify improvement opportunities and measure progress of improvement projects.
- Oversee and manage the Vendor Affiliate program within India and Nepal. This include partnering with the business executive team.
- Proper monitoring and implementation of corporate governance policy, anti-corruption/anti-bribery policy, sales policy, distributor/vendor management policy, employee policy, risk management policy, crisis management policy and many others.
- Negotiating General and Life insurance policies and settlement of claims as per the IRDA norms. Handling grievances and customer support.
- Internal and external audit checks and control

### **Smart Sports Pvt. Limited, Gurugram**

### **Smart Edge Solutions P Ltd., Gurugram**

**Director:** 2017 – Present

Accomplish bottom-line results by devising and implementing finance and sales strategies and analysing variance analysis. Steer sales acquisition and profit and loss management of retail operations regarding nutrition products for sports athletes covering cost-variance analysis. Oversee overall functions of celebrity management as well as develop tie-ups, retailers, distributors, and associations.

Key Contributions:

- Conceptualised and rolled-out finance roadmap (budgeting and forecasts) and processes for strict credit controls and collections.
- Cost saving, risk management, treasury & commercial agreements including treasury and tax planning
- HR and payroll verifications and tax planning for savings
- Securing marketing deals of top sports athletes across cricket, hockey, and mountaineering fields.
- Increased client's satisfaction rate by delivering exceptional customer service.

**Toll Global Forwarding, Auckland. NZ**

**Head-DTS Operations, 2016 - 2017**

Proposed and executed sales and client implementation plans and utilised cargo-wise one management system. Carried out daily compliance and audit report of stock verification at CFS level, processed daily billing as per company norms and policy, and financial transactions. Attained desired outcomes via effective checks and measures, financial planning, budgeting, operations, and control. Streamlined key operations schedule and procedures from release of freight to final delivery. Administered support duties for transport and 3PL departments.

Key Contributions:

- Set a benchmark of excellence by leading continuous improvement projects including 5S+1 on-time.
- Championed a launch of automated system to ensure the optimal inventory level.
- Internal and External audit and process and policy formulations.

**Rhiti Sports Management Pvt. Limited, New Delhi**

**Head-Commercial and Operations, 2012 - 2013**

Led deal finalisation and client servicing for Pepsi, Orient, India cements, Gulf, Lafarge, and multiple MNCs. Created and authorised MSD endorsements for Chennai super kings and IPL whilst monitoring ethics in ad shoot management and operations. Developed and maintained productive relations with client, oversaw media buying process, and organised sales, finance, operations, production, IT, and HR functions.

Key Contributions:

- Credited for managing India cricket captain MS Dhoni and top ace badminton player Saina Nehwal, securing deals. Managed marketing interests of other players like Suresh Raina, RP Singh. Ravindra Jadeja.
- Making strict policies for company to manage integrity of players and staff.
- Launched Mahi racing in India - the first motor sport team owned by an Indian.
- Championed a launch of brand seven across India and Dubai.
- Led deals of all insurance for events such as Mahi racing.

**Nokia India Pvt. Limited, Mumbai**

**Business Controller, 2011 - 2012**

Administered regional cost budgets and sales, marketing, care, logistics, supply chain, finance, and HR tasks. Addressed Octroi, ST, customer, financial, HR, and business performance related issues, chaired RMT meetings, rolled-out sales roadmap, and performed salary and job grade reviews. Assured accuracy of regional sales plans and distributors with Nokia priority dealers, priority partners, and business solutions. Formulated LE, STP, and MTP policies, increased sales volume, and managed monthly regional scorecard as per business SOPs.

Key Contributions:

- SOX control audit and policy implementation.
- Strengthened decision-making process by carrying out analysis of sales, GM, and cost development and providing expert opinion to staff.
- Maintained regional profit and loss account valuing INR 20K crore as well as met financial requirements of IFRS/GAAP.
- Spearheaded continuous improvement of processes, systems/platforms, and competence development.
- Organised many events like IPL done insurance deals for revenue protection as a Nokia sponsor.
- Maximised return on investment (ROI) for marketing investments and schemes.

**ESPN Star Sports, Gurgaon**

**Director-Finance & Operations, 2001 – 2011**

Directed a competent team consisted of 8 employees to propose and execute strategic plans for three channels ESPN, star sports, and star cricket. Steered complete financial planning of both revenue streams such as affiliate and advertisement sales. Engineered software for distribution and Ad sales, streamlined IT operations, and managed marketing, HR, and sales budgets. Supervised inventory and logistics programme on all India basis covering three regional offices across Delhi, Mumbai, and Bangalore. Expense In-charge of production department for all live & non-live studio events.

Key Contributions:

- Managed Finance, operations and production department for all compliance and procedures. Managing vendors/distributors as per strict integrity norms and get the internal and external audit done as per laid international policies. Overview all commercial agreements and adopt cost saving techniques for tax planning.
- Updated India client database and published advertisements in several events while integrating network cable and business management systems. ERP system development (P2/BAS) and transmission/scheduling/traffic management with timely log closures
- Managed insurance deals for entire company needs and major events such as WC 2011, Champions Trophy, FIFA WC. Managed studio shoots and ground events in OCSI countries.
- Acted as a financial controller for channel to supervise all India collections from several agencies/clients.
- Led and controlled commercial aspects/expense of production department for events and employees.

*Additional experience as **Customer Service Mgr.-India** for Discovery Channel at New Delhi, as **Regional Accounts Manager** for ESPN Star Sports at New Delhi, as **Executive-Finance** for Crompton Greaves Limited at New Delhi, as **Executive Officer-Finance** for Flex Industries Limited, Noida.*

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**Education & Credentials**

**Bachelor of Science, Statistics, Mathematics, & Physics**

Lucknow University – Lucknow, India

**Diploma in Merchant Banking & Financial Services**

Institute of Management Technology – Ghaziabad, India

**Post-graduate Diploma in Business Administration (Operations)**

Auckland Institute of Studies – Auckland, NZ

**Post-graduate Diploma in Business Management (Finance/Marketing)**

Institute of Management Studies – Ghaziabad, India

**Diploma in Computer Application**

BITS – Lucknow, India

**Professional Training**

Dealing in Financial Institutions & Banks, PHD Chamber of Commerce, New Delhi, India

Executive Level Training on MANAGING BY INSIRING, IIM, Ahmedabad, India

**Awards**

ESS Service Excellence Award 2008; Best team Award for Ad Sales Operations 2008; Managing Director's Best Employee Award 2009; Best Team Award for Ad Sales 2009

**Technical Proficiencies**

MS Office, Tally Package, Seagate Crystal Reports, Windows & Harvard Graphics, Word Processor

**References**

Available (if required)