

DEEPTI BERI

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Strategic Leader | Board Member | Chief Financial Officer | Global Experience

Professional Summary

Strategic, results-driven Independent Advisor with 25+ years of global finance leadership in multinationals, SMEs spanning India, UK, US, Asia, Australia and Middle East. Specialize in driving financial strategy, optimizing cross-border operations, and developing growth engines for organizations in technology, outsourcing, consumer internet, e-commerce, digital sectors and consulting. Expert at shaping global expansion, M&As, investor relations with data-driven insights, business planning, growth-focused finance and governance.



CORE COMPETENCIES SNAPSHOT

- Board Member, Board Observer and Investor Relations Expert
- Business and Commercial Strategy
- Business modeling, Budgeting, Scenario Forecasting, Unit economics and GTM on products, services and markets
- Board Reporting, Financials and KPI Dashboards
- Cross-Border Entity structuring, tax structures and optimisations
- Building & leading multi-geography finance teams and relationships with consultants and stakeholders
- M&A, Funding Strategy, Capital Allocation and Captable Structures
- Digital Finance Transformation, Automation, & Data Visualization
- Experience with SMEs, Startups and Growth stage organisations and working with the founders and investors

EXPERIENCE HIGHLIGHTS

A progressive leadership experience serving diverse organisations in Technology, Consumer Internet, E-Commerce, Retail, Global Capability Centres, Outsourcing, especially with SMEs, Start-ups and Growth stage organisations

- **Fund-raise, Deal Structuring, Transaction closures:** Facilitation of funding rounds, M&A, deal structures, capital tables, SHAs, SSA, DDs, swaps, secretarial, legal, ESOPs, remuneration structuring, acquihires and exits.
- **Commercial Finance Strategy:** Expertise in commercial finance, key contracts' evaluation and negotiations, including customers, vendors, space, infrastructure, technology, and Key Account Management. Working through the right business models, MVP testing, POC execution, building growth strategy, unit economics, budget allocations and cash management.
- **Controllership and governance:** Developing financial controls, accounting policies, and reporting processes across multiple geographies, overseeing consolidated financials, projections, budgeting frameworks, cash flow forecasts, statutory audits, direct and indirect taxes, transfer pricing, secretarial, ESOP plans, enterprise risk management
- **Automation and Digital Transformation:** Led organizational technology set-ups and transformation initiatives with applications like SAP, Oracle, BI, Pronto, Trello, with cloud infrastructure to enhance data controls and improve visualization. Integrations with e-commerce applications, implementing data privacy policies. Currently working on AI enablement in F&A, Audit and Secretarial.
- **Stakeholder Management:** Collaborated with founders, investors, functional leads, finance teams, Investment Bankers, Lawyers, Auditors, across India and overseas with various ethnicities through cross-cultural adaptability, resilience, respect and problem solving, project management and effective influencing

SECTOR EXPERTISE AND ORGANISATIONS SERVED

- **Independent Advisor:** Multiple SME Clients in Fintech, Retail, Social Commerce [2019-2022 and 2024 onwards]
- **E-Commerce and Retail:** (including Operating through Marketplaces like Amazon, eBay, Myntra, Ajo, own sites and Stores)
 - American Swan Lifestyle (a subsidiary of Astro Malaysia) in Fashion and Lifestyle [2012-2016]
 - Kmart Asia (a subsidiary of Kmart Australia) in Home, Pets, and Apparel [2022 – 2024]
 - Les Petits (Kids Fashion) [2020-2022]
- **Consumer Technology:**
 - Women's App: Sheroes, which acquired women's community-based consumer tech companies like BabyGoGo, Maya (Period App), Inclov (Disability Match Making App), Mahila Money (Fintech for women) [2016-2019]
 - Tripsy Games, NexoCircle.com [2024 onwards]
- **Media and Content:** Tangerine Digital, Network 18 [2008-2010], Sheroes, Curious Times [2017 - 2022]
- **Technology/ IT Services and Outsourcing:** Exl Service (Business Process), PCCW, HK (Accounting Services), Agilent Technologies (Finance Outsourcing), Sutherland (Medical Services Outsourcing), To The New (IT Services) [2001 -2010]
- **Big 4 Consulting and Assurance:** PricewaterhouseCoopers [1994-1998]

KEY ACHIEVEMENTS AND MILESTONES

- Built **two retail and one IT services organizations as a founding member** from inception, driving fund-raise and market launches with robust financial strategies, focus on unit economics, onboarding employees, customers, vendors, closing legal entity structures, registrations, licenses, trademarks.
- **Integration of post-merger** finance, HR, and payroll teams and led **transformations through implementation of ERPs** (Oracle, SAP), and **e-commerce integration**
- Developed and maintained resilient governance structures, tax-efficient global footprints, and world-class reporting systems for compliance in multi-geography entities

ENTREPRENEURSHIP, BOARD LEADERSHIP AND SOCIAL ENGAGEMENTS

- After over two decades of corporate experience, I work as an independent advisor, focusing on start-ups and growth stage organisations.
- I have been a Board Member and Observer and being a CFO and Commercial Head at various organisations, I have directly reported to the Boards and handled Investor Relations.
- Part of an Alternate Investment Fund, focused on investments in technology and sustainability.
- Social Sector Associations: Healthy Aging (Providing homes and medical assistance), Saarthi (Early literacy and numeracy), SHEROES Women Will- A Google Initiative for mentoring women founders
- Founded Curious Times, kids' media platform, serving over 500,000 learners and schools in India and overseas.

ACADEMICS AND EDUCATION

- **Chartered Accountant** - Institute of Chartered Accountants of India
- **Diploma in International Financial Reporting Standards (IFRS)** – Association of Chartered Certified Accountants, UK
- **Program in Business Valuations** - Institute of Chartered Accountants of India
- **Bachelor's: In commerce and accounting:** Shri Ram College of Commerce, Delhi University.

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