

# RAJESH FORD

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## SENIOR FINANCE EXECUTIVE • CHIEF FINANCIAL OFFICER

STRATEGIC FINANCIAL PARTNER WITH BALANCE OF OPERATIONAL AND FINANCIAL ACUMEN

**Offer an extensive achievement record** providing financial strategy to global, Fortune 500 firms and business units. Business strategist who partners with Executive Leaders to achieve company's financial goals.

**Manage P&L's up to \$600M** and drive organizational and profit growth; successful in identifying areas of improvement and boosting efficiencies and financial excellence that lead to strong bottom-line results.

**Accomplished in global markets** and strong background in international public accounting at Big 4 firm. Deep private equity and corporate expertise surrounding high-value transactions.

### LEADERSHIP SNAPSHOT

*Extensive Finance Leadership  
Exposure to Global Markets  
Entertainment Industry Expertise  
Catalyst for Organizational Growth  
Collaborative Relationship Builder*



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|--|-------------------------------------|---------------------------------|
| ▪ <b>P&amp;L Management</b>                | ▪ <b>Revenue/Profit Growth</b>      | ▪ <b>Strategic Partnerships</b> |
| ▪ <b>GAAP &amp; IFRS</b>                   | ▪ <b>Mergers &amp; Acquisitions</b> | ▪ <b>Internal Controls</b>      |
| ▪ <b>Financial Planning &amp; Analysis</b> | ▪ <b>Growth Initiatives</b>         | ▪ <b>Technical Accounting</b>   |

*Industry Focus: Entertainment, Media, Media Tech, & Adjacent Industries*

## PROFESSIONAL EXPERIENCE

FEEDCOMM MEDIA GROUP | VIENNA, VA

2011 TO PRESENT

GLOBAL ADVERTISING, MARKETING, AND CORPORATE COMMUNICATIONS COMPANY SERVICING OVER 5K CLIENTS IN 102 COUNTRIES.

### DIRECTOR, CORPORATE FINANCE (2011 - PRESENT)

Recruited to create robust financial processes and reporting with scalability for organization with diverse portfolio of companies. Direct corporate finance team supporting 23+ digital and traditional media agencies and work collaboratively with CFO to build financial strategy aligned with overall business objectives. Deliver strategic direction across finance and operations, M&A, and treasury throughout North America.

- Managed team of 29 direct/indirect reports and financial operations for organization with \$1.3B+ in revenue.
- Generated 28%+ compound annual growth across portfolio of companies.
- Built model to support dividend of \$370M+ in cash to holding company, saving over \$2.5M in interest expense.
- Standardized all financial processes; reduced close process by 8 days and reconciliation process by 3 days.
- Led fee/client compensation proposal for pitch with major North American advertiser, producing fees exceeding \$60M and client service team of 310+ employees.
- Delivered multimillion-dollar savings, leveraging informed investment decisions, elimination of redundant resources, and centralization of accounting, HR, studio, and IT departments into shared service function.
- Negotiated joint venture agreement, expanding service offerings and generating positive cash flow.

### INTERIM BUSINESS UNIT CFO (2014 - 2015)

Selected to serve as Interim CFO for \$600M media company. Identified several issues and led core initiatives to improve financial performance of organization.

- Restructured accounting and finance team, creating efficiencies and segregation of duties; right-sized department and communicated vision to staff, enabling financial improvement.
- Reduced month-end close by over 3 days.
- Renegotiated client contracts, generating \$6.7M in incremental revenue in first year.

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- Implemented short-term incentive and retention bonus for high-performers, eliminating employee attrition.

**ANDERSKPCOOPERS (AKPC) | NEW YORK, NY & FRANKFURT, GERMANY**

**2001 TO 2010**

BIG 4 ACCOUNTING AND PROFESSIONAL SERVICES FIRM WITH REVENUES EXCEEDING \$41B.

**SENIOR MANAGER, TRANSACTION SERVICES (2005 - 2010)**

Promoted to New York office to lead client engagements surrounding transaction support to strategic buyers during acquisitions, divestitures, private investments in public equity, and IPOs. Led teams in execution of financial due diligence, analyzing complex financial data, and drafting reports detailing potential transactions.

- Identified \$46M of adjustments and \$410M in potential purchase price reductions for leading global PE firm during initial acquisition for firm in North America.
- Awarded National Transaction Award as 1 of 2 employees out of talent pool of over 1K.
- Consistently ranked in Top 20% of peer group throughout tenure.
- Earned recognition and selected as coach, focusing on development of over 1K professionals throughout United States.
- Nominated by New York Partnership to Co-Chair the Transaction Services High Performance and Staff Advisory Councils.
- Reputed for quickly gaining strong understanding of clients' business model and operations; provided strategic financial insight surrounding key business decisions and transactions.
- Worked collaboratively with clients to negotiate and execute transactions with favorable terms, maintaining the integrity of market value.

**MANAGER, AUDIT (2001 - 2005)**

Led teams in execution of financial statement audits and evaluation of internal controls for variety of multibillion-dollar clients including ATT, Minolta, Dell, Deutsch Telecom, and Pixar.

- Gained deep exposure and experience in US GAAP and IFRS.
- Ensured systematic approach to risk management and corporate governance.
- Selected as only one out of graduate class for 2-year assignment in New York based on performance.

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**EDUCATION & PROFESSIONAL DEVELOPMENT**

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UNIVERSITY OF FRANKFURT, GERMANY  
**BACHELOR OF COMMERCE, FINANCE & ACCOUNTING**

UNIVERSITY OF FRANKFURT, GERMANY  
**BACHELOR OF ECONOMICS, ECONOMETRICS & ASIAN ECONOMIC POLICY**

INSTITUTE OF CHARTERED ACCOUNTANTS AUSTRALIA & NEW ZEALAND  
**CHARTERED ACCOUNTANT (CPA EQUIVALENT)**

YALE BUSINESS SCHOOL & STONEHURST COLLEGE  
**FEEDCOM ADVANCED MANAGEMENT PROGRAM**

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**PROFESSIONAL AFFILIATIONS**

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FRIENDS ACADEMY  
**FINANCE COMMITTEE**