

# Vivek Misra

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## Profile Summary:

Qualified chartered Accountant with 15 years of experience in finance and accounts, Business analysis, Risk assessment and optimization of COGS, Business modeling, Internal audit, Statutory audit and due diligence, P & L management, GST/state tax filling and compliance, Fixed Assets accounting, Taxation and planning with the operational finance, vendor management, preparation, evaluation & presentation of financial records including consolidation of financial statements & reporting as per Ind AS reporting requirements & periodic closing of books.

Experienced in financial fraud investigation and Special expertise in designing systems and procedures geared towards improved and advanced financial performance, debt management, heightened productivity, and enhanced risk-free internal control in multi branch transactions. Proficient in assessing functionality, performance, security, and usability aspects to enhance organizational efficiency and effectiveness.

## Career Conspectus:

- Pivotal in financial analysis, structured financial reporting, team building and leadership in support of business planning, operational decision-making, and financial outlook.
- Be the Go-To contact for financial and operational issues while supporting the region leaders and act as trusted business support and to develop effective working relationships with the extended finance team and topline management, becoming a key point of contact.
- Significant Experience in operational activities pertaining to healthcare finance, Auditing & Risk analysis, Tax compliance and cash and liquidity management reporting.
- Adroit at preparing and monitoring annual budgets, AOP and cash flow statement and periodic financial modeling and automation in healthcare operations.
- A Keen analyst with exceptional relationship management & negotiation skill with proven abilities in liaising with government authorities, impaneled vendors, clients, and bankers.
- Provide support to senior leadership run initiatives as well as finance run initiatives such as smart delivery initiatives, gross margin improvement, integrated planning etc.

## Education:

- College Graduate (B.Com.) - Lucknow University, 2002
- Certified Chartered Accountant - Institute of Chartered Accountants of India 2009

## Relevant professional experience:

Neo hospital, A unit of Muskan Medical Center Pvt. Ltd. - Chief Finance Officer, Noida (From May 2025)

**SPS Apollo hospitals, A unit of SJS Healthcare Ltd. - AVP Business Finance & Operations, Punjab state India (From October 2023 to March 2025)**

- Maintenance on end-to-end finance for unit level, tariff pricing, patient billing structure, doctor financial contracts and lead the finance team for regular financial statements for health vertical.
- Heading the team of approx. 5 persons across organisation for book maintenance and develop business operational understanding for the growth.
- Leading business houses with budgeting and forecasting to enable them in taking strategic decisions and collaborations through hospital acquisition.
- Working as support system for MD/Director's office for the finalization and consolidation of books as per India regulations, expansion planning, annual budgets, AOP & quarterly forecast and business performance through periodic MIS reporting.
- Assisting the organisation in driving profitability & scalability in the EBITDA through automation and financial planning & Analysis.
- Supporting, identify, evaluate, and propose opportunities to strengthen stakeholder engagement & satisfaction to deliver leading solutions yielding relevant insight about operational management.
- Working on doctor's payout on various methods on monthly basis and implications of TDS.

**Flipcarbon Integrated Solution Pvt Ltd. - Principal Consultant North India (From October 2023 to June 2024 on the project of SPS hospitals, Ludhiana)**

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**DEN Networks Limited (Reliance Jio Group company) - Sr. Manager Finance-CEO Office, New Delhi (From December 2022 to July 2023) Project basis**

- Leading the company's strategic growth planning process and overseeing implementation of new strategies and risk analysis representing as core team of CEO Office.
- Ensure quality control over business transactions and performance review of state heads as per set targets as well as Group's policies.
- Monitoring industry trends for business growth and reviewing reports from departmental heads regarding the performance of business across pan India regions.
- Set up & oversee the finance IT system & ensuring the integrity & risk management of financial data on the systems.
- Establish, implement, and monitor the group's finance policies and procedures, incorporating both accounting policies and internal procedural controls.
- Developing and implementing new policies, procedures, and system SOPs to improve efficiency and productivity in risk-free environment.

**International Oncology (Fortis Healthcare Ltd.) as AGM Finance - Pan India (From September 2021 to October 2022)**

- Developing financial strategy and planning, including risk minimization plans and opportunity forecasting towards business ventures.
- To make financial reporting and fraud analysis for business partners, regular consolidation and liaising with statutory and internal auditors.
- Pivotal for ensuring Company's compliances toward Atomic Board of India, GST and Income Tax in order.
- Work closely with topline and executive team for shareholder management.
- Enhancing and setting up financial processes and systems, reviewing complex financial data to facilitate strategic financial growth of organization.
- Responsibilities of Financial Analysis, Budgeting and forecasting, capitalization of CAPEX and cash flow projections.
- Annual/periodic closing of accounts including consolidation & finalizing and internal/statutory audit support and to maintain statutory books of accounts viz, journal, AP/AR, GL, inventory control, and book debts in compliance with regulatory.

**Xonier Technologies (Deltastar Inc. USA) - Finance Controller Noida Unit (From June 2018 to August 2021)**

- Lead the Annual business planning / budgeting exercise, annual operating plan, and strategy support to leadership.
- Overseeing investor outreach and engagement programs and strategy to achieve rapid & sustainable growth.
- Overseeing all accounts, ledgers, and reporting systems ensuring internal control practices, compliance with appropriate regulatory requirements as per India/US GAAP etc.
- Preparing Fortnightly/Monthly fund plan, including planning and sending of remittances, LOI against the purchases.
- Preparation AP/AR, GL and monthly P&L for management reporting and keep an eye on the performance, process improvements.
- Coordinating all audit activities including Statutory Audit, Tax Audit, and submission of tax returns. Contribute to robust month end reporting process for global leadership for cross border compliances.

**Rankone Consulting Pvt Ltd (Belongs to Aircel Group) - Sr. Manager Finance New Delhi (From April 2013 to October 2017)**

- To handle Finance function and overall organization books leading the Accounting, Audit, Taxation, Compliance & Internal Controls areas.
- To create, maintain, AP/AR, GL, fixed assets and reviewing accounting policies and processes for period book closing.
- Managing the processes of Record-to-Report, Procure-to-Pay process, Order-To-Cash, capitalization of assets including resourcing, policies, processes and interactions with operational business teams ERPs and systems, assessing, validating existing as well as providing critical inputs for new implementations.
- To develop internal control and drive it through the year to ensure timely and efficient year-end closure.
- Internal Audit ownership, timely completion and implementation of recommended processes Ensuring compliance to applicable statutory and regulatory law & requirements.
- Develop and build the Controlled team for finance functions.
- Provide required financial information, data, and analysis to Leadership for Business reviews. Liaising with external stakeholders including Statutory Auditors, tax consultants, and banks.