**SRINIVAS RAM** ACCA MBA

**NON-EXECUTIVE DIRECTOR**

**PROFILE**

A highly capable and approachable non-executive board advisor with more than 20 years’ experience in working with SME & family businesses in Accountancy, Tax, Corporate Governance, Business Strategy, Business Improvement and Wealth Creation.  
  
Combines strong financial, accounting and business experience with being a good listener, communicator and coach who can see the bigger picture, propose solutions to Boards and assist in execution.  
  
SERVICES OFFERED TO CLIENTS

* Introducing Good Corporate Governance to improve transparency & accountability.
* Analysing business risk and offering solutions.
* Setting up Accounting and Management information systems to support business management and decision making.
* Business Change Analysis – to achieve breakeven, then growth & profitability.
* Cashflow improvement using tax opportunities like R & D Tax credits, AIA, Employment allowance, Option to Tax, Entrepreneur’s relief, Pensions, ISA etc.
* Strategic Business Change and managing the process to achieve it.
* Utilising financial information to devise strategies on capital investment, working capital and link to HR and Marketing strategies.
* Advising on utilising Free Marketing channels using social media.
* Asking the right questions to identify root cause problems and devise solutions.

**EDUCATION & PROFESSIONAL QUALIFICATION**

1999 – 2002 ACCA BPP Leeds

1997 – 1998 MBA Bradford University School of Management

**CAREER HISTORY**

**Dates Employer Position**

**Mar 18 – Present Confidential – Chartered Accountancy Adviser**

**Firm**

* Improved efficiency in Payroll / auto enrolment service delivery, resulting in £4k pa recurring savings.
* Suggest timing of profit extraction and consequences.
* Out of the box analysis for owners to decide on business improvement areas.
* Assisted Travel business from near Insolvency, due to Thomas Cook liquidation, by streamlining cash flow to avoid triggering of PG & protect Goodwill.
* Set up cloud accounting systems for enhanced business decision making for owners.
* Provided timely inputs for an IFA to be compliant with Financial Conduct Authority.
* Ability to draft Balance Sheet with right disclosures to reflect the true state of a business for strategic decision making.
* Provide solution to staff in areas of Accounting, Tax, VAT, Payroll, MTD etc.
* Assist Partners with clients’ business transactions, DLA, business continuity, acquisitions.

**Dates Employer Position**

**Nov 07 – Present Excel Accountants & Business Advisers Director**

Direct experience with Food manufacturing, Grocers, IT consultants, Pharmacists, Care Homes, Restaurants, Wholesalers, Car showroom, Property business, Meat produce, Day Nurseries, Electronic components, Vending, Importers, Recruitment consultancy etc.

* Implemented Profit Extraction Strategy for directors to create property wealth.
* Saved £60k on VAT for a client buying an existing business.
* Very Good Listener & Communicator, can explain complex Accountancy, Tax matters in a simple language.
* Improved Cash flow by £45k by utilising R & D tax credits for a manufacturing firm.
* Advised in acquiring balance 50% of the business from partner without bank loan.
* Changed business structure from Partnership to Ltd co: Tax saving of £20k pa.
* Implemented proper financial systems in payroll, VAT, bookkeeping for an Electronic manufacturing firm to obtain monthly management information for business growth.
* Advise on Corporate Governance to improve transparency & accountability for business growth.
* Advise on tax opportunities like R & D tax credits, Employment allowance, AIA, Option to tax, Entrepreneur’s relief, Dividends, Pensions, ISA, Lifetime ISA.

**OTHER SERVICES:**

* Advising new business start ups
* Business structures
* Advising on importance of Partnership / Shareholder Agreements
* Advising on Business Funding.

**Dates Employer Position**

**Jul 02 – Nov 07 Crowe Chartered Accountants Senior Accountant**

* Involved in share disposal of £1m Pharmacy business to a group.
* Involved in Acquisition of £1m care business for a client.
* Budgeting and Client Fee Recovery.
* Liaised with Accounting, Tax departments to provide best outcomes for clients.
* Negotiated with banks to raise funds.
* Brought investors to invest in a start-up business which appeared in Dragon's Den.
* Provided day to day Accounting, Tax & compliance services.
* New Business Development.

**Dates Employer Position**

**Nov 00 – Mar 02 Business Link Yorkshire Business Adviser (P/T)**

* Start-up Business Advice
* Assisted a new start up Care business in cash flow forecasting & bookkeeping in SAGE
* Assisted an inventor to commercialise his inventions