



## BRIEF PROFILE OF TIRUPATHI PARTHASARATHY ANAND (TP)

TP is a **Chartered Accountant** (Indian CA) with over 30 years of post-qualification experience having worked in India, Singapore and Dubai. He received his Bachelor's Degree in Commerce from the Madras University, Chennai, India. He is also an alumnus of the **Indian Institute of Management, Ahmedabad**, India where he underwent an 8 months course on "General Management Program" in 2012. He has attended a residential program of **Harvard Business School** on "Building a Global Enterprise" in April 2015. In August 2017 he has successfully completed a two month 'Online Course' on "Design Thinking" from **MIT Sloan School of Management**, MIT, Massachusetts, U.S.A. TP has been certified in September 2018 by StratX Simulations to conduct the "**Blue Ocean Strategy Simulation**".

TP helps his clients with Strategic Planning Process, Business Process Mapping, Corporate Strategy, Strategic Alliances, Design Thinking and Business Excellence. With hands-on experience in various functional areas, he provides the Corporate Strategy best suited for the Organisation. He also helps with the implementation of the Strategy and guides the organisation with the Monthly Review system to achieve sustainable growth. TP believes that every organisation should set themselves up in the 'path of excellence' which is a continuous journey. TP has helped in the mapping of processes for manufacturing companies and has also worked on the process improvements in order to achieve and drive better efficiencies, leveraging IT facility. He has also been involved in documenting the processes and in creation of Manual of Procedures for companies. He wrote his first Manual of Operations for an Outdoor Advertising Company in 1996. Since then, he has been working on Business Process Management in different industries with specific focus on manufacturing companies.

TP is a Senior Assessor for the Dubai Quality Awards and Sheikh Khalifa Excellence Award both are very prestigious Award Schemes in UAE. He is the Team Leader and Senior Assessor for the Taqdeer Award which was instituted by the Dubai Government in 2016. He is also a Senior Assessor for the ShjSEEN Awards administered by the Sharjah Chamber of Commerce. He is a Senior Assessor for the UAE Innovation Award which has been instituted by Dubai Quality Group in 2017. TP is the Team Leader for the Emiratisation Award launched by the HR Ministry in 2017. He is one of the panel Judges for Stevie Awards in the USA since 2015.

TP conducts case-study-based Workshops on International Financial Reporting Standards (IFRS) and has delivered number of public programs in Dubai, Abu Dhabi, Doha, Bahrain and Muscat. He is also conducting workshops on Value Added Tax (VAT) which is being introduced in the GCC. He has actively participated in the preparation of the Background Material on VAT Law published by The Institute of Chartered Accountants of India (ICAI). TP has developed a comprehensive Business Scenario Analysis for the Freight Forwarding & Logistics companies to unify the application of VAT. He is a faculty for the VAT Certificate Course being conducted by ICAI Dubai Chapter. TP has conducted a number of workshops for Corporates on the application of VAT in UAE and the process of conducting the Impact Study.

TP is a visiting faculty at the Dubai Chapter of Institute of Chartered Accountants of India and Etisalat Academy, Dubai. He is an Adjunct Faculty at Murdoch University, SP Jain School of Global Management and Amity University, where he is teaching Business Finance, Entrepreneurial Development; Strategic Innovation; Strategic Quality Management and Strategic Financial Management for MBA students. He is a member of the Academy of Management, USA.