

SHOBHENDRA DE VRIES - SRIVASTAVA

Strategy | Leadership | Finance | M&A | Team development | Cross-functional transformations | Technology | Education

Summary: I have build-up 12+ years of experience in leading and supporting key business initiatives in the areas of strategy and finance. My professional expertise and business acumen have enriched working with global organizations such as Philips, NXP, EY, BASF, Bayer, FrieslandCampina and Teva. Interaction and exposure to C-suite members, investors, market & functional leaders are a regular feature in these engagements

I understand the multi-disciplinary nature, collaboration and resilience needed to drive such initiatives. Over time, I have developed skills to understand, resonate and gain consensus of senior stakeholders, while at the same time the ability to navigate and activate the broader organization to implement these changes. I can drive and structure these initiatives to deliver the required business results, alongside keeping the work-environment meaningful and enjoyable for everyone

Selected recent experience in Education:

- Volunteer lecturer for finance at International College of Commerce, Amsterdam
- Treasurer, International Association for Political Science Students, Global
- Finance Director, educate.org NGO at Amsterdam

Selected recent experience in defining and driving financial & strategy initiatives:

- At FrieslandCampina, responsible to define and implement the technology roadmap in multiple corporate departments and service lines (such as Finance, R&D, HR, Quality, Digital)
- Multiple roles at Roadmap-to-65, a program at NXP Semiconductors to improve gross margins from 50% to 65%. Worked to transform country-specific designing, marketing, sales and financial processes into centralized regional clusters. Responsible for planning, coordination and alignment among leadership, cross-functional stakeholders across NXP EMEA, ASIA AMEC, 34 external distributors
- Member of the project team (Idea2Market excellence group) implementing enhanced portfolio management throughout Philips as part of Accelerate program. My responsibilities included identifying reasons for the limited success of the historic innovation projects, support the design, implementation and training of certain category team in portfolio software Planisware
- Supported the development of corporate strategy (including 10-year roadmap) for a global seeds business unit (€500k gar) of a global life science organization, headquartered in Germany
- Supported a global life-sciences client to develop and execute the “salami-divestment strategy” of business worth \$8bn, paving way for merger-clearance of a \$66bn acquisition. Led a cross-border team of 40 Ernst & Young consultants for this engagement. Received specific appreciation from the client for supporting them in discussions with regulators (EC, DOJ), stakeholders across 40 countries
- Define and execute the M&A strategy, related governance, process & organization for the European business unit at my current employer, OYO Vacation Homes (a \$10bn valued scale-up)
- Supported a global pharmaceutical organization to divest its Woman Health portfolio (€1.5bn gar), with business spread across 50+ countries (including emerging markets) to two private equities

Leadership and management Style: I strive for the “*sum is greater than the parts*” philosophy to influence diverse stakeholders to come to a win-win situation.



address: The Netherlands

linkedin:
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nationality: Indian

languages:
Dutch (A2),
English (native),
Hindi (native)

personal strengths:
self-motivated, result driven, quick learner, enduring, open-minded, balanced & calm, humorist

Interests:
Teaching, thinking, running, coaching, travelling, UN SDG 4

PROFESSIONAL EXPERIENCE

Nov 2020 - present	Studytube, Amsterdam <i>Vice President – Strategic Programs</i>
Lead and drive strategic initiatives (e.g.: strategy, M&A, commercial partnerships, transformations) to prepare and enable Studytube for further growth. Reporting to the CEO / Founder	

Nov 2019 – Nov 2020	OYO Vacation Homes, Amsterdam <i>M&A Director Europe</i>
Lead and organize M&A at OYO Vacation Homes (OVH), Europe to deliver the aggressive expansion strategy of parent OYO and the primary investor Softbank. I report to the CFO of OVH, with a soft-line report to the CEO, CSO and VP – Global M&A	
Key responsibilities: <ul style="list-style-type: none">• Design, operationalize, lead & steer the end-to-end M&A strategy, business process, core team and cross-functional project teams for deal sourcing, deal execution and deal integration in the vacation rental management sector across Europe	
Achievements: <ul style="list-style-type: none">• Successfully steered and closed three M&A deals (in Germany, Italy and UK). One of these deals, with a well-known German holiday brand, increases the rental homes count (supply base) of OVH by 15%. Approved by the EU regulators	

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Apr 2017 – Oct 2019	Ernst & Young, Amsterdam <i>Senior Manager (Oct 2018 – Oct 2019), Manager (Apr 2017-Sep 2018), Strategy & Operations service line</i>
Support executives (board members, C-suite, directors) on strategy definition, operational diligence and M&A engagements	
Key responsibilities:	
<ul style="list-style-type: none"> Manage multiple clients and internal teams simultaneously to execute projects ranging from corporate strategy, buy and sell side diligence, divestments, integrations (EY budget for my projects has ranged from €13m to €300k) Set-up a new sub-unit to develop new offerings via data-driven client offerings (such analytics, process mining) Sell new engagements and develop pipeline for client within Technology, Media & Telecommunications and Life Sciences 	
Achievements:	
<ul style="list-style-type: none"> Generated repeat projects (cum. €3m in budget) from first-time clientele which demonstrates they value the work by me, team 	
Recognition:	
<ul style="list-style-type: none"> Winner of “EY Better begins with you, 2018” award for West Europe, for exceptional client satisfaction (M&A projects) 	

Nov 2014 - Mar 2017	FrieslandCampina, Amersfoort <i>Client Leader IT for Business Group: Corporate & Support (C&S)</i>
IT Client Leader for Corporate Strategy, Corporate Finance, R&D and Quality labs. The client portfolio entrusted me with budget responsibility of €25m capex, €12m opex	
Key responsibilities:	
<ul style="list-style-type: none"> Formulate and execute IT strategy and joint business plan (roadmap, budget & portfolio) with the department directors Influence and secure leadership commitment for funding, staffing and governance to realize the joint business plan Guide, coach, motivate and inspire my team (12 direct, 40+ indirect reports) to deliver the joint business plan 	
Achievements:	
<ul style="list-style-type: none"> Provided decisive leadership to define and accelerate transformation programs (such as Finance 4 the future) 20% increase in the satisfaction level of the department directors within 18 months (from 6.25 to 7.5 on a scale of 10) 	
Recognition:	
<ul style="list-style-type: none"> Nominated by the FrieslandCampina Talent Council for the Future Leader Academic Potential Program in 2015. This program prepares candidates for the top 200 positions by providing special trainings and assignments 	

Aug 2014 - Oct 2014	Royal Philips, Amsterdam <i>MBA Intern, Innovation Portfolio Management at Idea2Market</i>
<ul style="list-style-type: none"> Member of the project team implementing portfolio management throughout Royal Philips. My responsibilities were to identify reasons behind the limited success of innovation products, design a better portfolio mgmt. (business) process to address this, build consensus among category managers (P&L leads) to adopt the new process 	

Aug 2006 - Sep 2013	Tata Consultancy Services, Eindhoven & Mumbai <i>Process Consultant @ NXP Semiconductors , SAP Product Expert, SAP Centre of Excellence</i>
<ul style="list-style-type: none"> Member of \$6.9m program responsible to enhance the revenue margin of specific business lines up to 65% from the then existing level of 40-50%. This program was an enabler for the merger of NXP with Freescale Semiconductor Manage agile product development of SAP industry specific solutions for manufacturing and production processes 	

VOLUNTEER EXPERIENCE (selected)	
2020 - present	Lecturer, International College of Commerce, Amsterdam, The Netherlands
2019 - present	Advisory Board member, MSc at Nyenrode Business Universiteit, The Netherlands
2020 - 2020	Treasurer, International Association for Political Science Students, Global
2015 - 2018	Peer group coach for MBA at Nyenrode Business Universiteit, The Netherlands

EDUCATION (selected)		
2015	IE Business School, Spain	Executive Education: Innovative Leadership
2013 - 2014	Nyenrode Business Universiteit, The Netherlands	Master of Business Administration GPA 3.62/4.0 class rank 1/30
	Awarded valedictorian (student with highest academic record) Awarded student of the year (by peers)	
2002 - 2006	Rajiv Gandhi Prodyogiki Vishwavidalaya, India	Bachelor of Engineering, Electronics & Communications percentage 81.1% class rank 3/72
	Awarded Honors degree for academic excellence	
2019	Business strategy and financial performance (INSEAD online), awarded distinction (top 10 performer in the cohort)	
2019	Disruptive Strategy (Harvard Online)	
2018	Artificial intelligence – Implications for business strategy (MIT online)	
2017	Dutch A2 language (University of Amsterdam)	
2013 - 2015	Management of portfolios (Axelos), Management of risk (APMG), PRINCE2 (APMG) , SCRUM Master Level 1	