



Prof. Ananth Rao
5566901)

(Email: arao@ud.ac.ae; Landline: +971-4-

https://www.linkedin.com/in/ananth-rao-b2964a11?authType=NAME_SEARCH&authToken=IGCG;

Core competencies

1. Bringing together a truly unique combination of right information, technology and people.
2. Enabling clients to discover new insights, quickly identify both **risk and opportunities** and drive powerful **efficiencies across** client's firm.
3. Engaging clients to make confident, decisive action when it matters most.
4. Developing algorithms to exploit the power of news to seize opportunities, capitalize on market inefficiencies and manage risk.

Specific area competencies

1. Strategy

- Use rigorous fact-based analyses and help clients to create pragmatic and actionable strategic plans that are focused on bottom-line results.
- We believe that a great corporate strategy should be valuable, enduring, forward-looking and actionable:
 - **Valuable:** Corporate strategy needs to effectively allocate resources to the best investment opportunities, drive performance and raise expectations internally and externally, improve a company's competitive position and add value beyond the sum of its parts.
 - **Enduring:** In developing a corporate strategy, clients should consider long cycles and macro-trends while ensuring their plan is resilient and adaptive in times of turbulence.
 - **Forward-looking:** A solid corporate strategy appropriately anticipates risk, uncertainty and optionality.
 - **Actionable:** Top-performing companies ensure their corporate strategy is both intuitive and

realistic. It should be easy to communicate internally and externally and also provide for an approach that can be acted on by all business units at all levels.

2. Corporate Finance

We work side-by-side with executives to help their companies create unprecedented value. We have deep experience in finance, organization design, investor relations management and change management. We help organizations create Corporate Finance consulting work links corporate strategy, financial strategy, transactions and a capital markets perspective to help executives and their teams create value. We also help companies improve their investor relationship management and prepare for, and respond to, the approach of activist investors.

3. Capital Markets

We work with our clients to understand what drives total shareholder return (TSR) in their industry and to benchmark their performance against peers. Our approach

pinpoints the root causes of gaps between intrinsic versus market values and identifies strategies to close these gaps. We rigorously analyze corporate objectives and support the development of portfolio strategies, investment decisions and financing considerations that are aligned with those goals. We push our clients to use their balance sheet as a strategic weapon. We also help clients develop their equity story and communicate effectively with investors and analysts to ensure the right message is reaching the right people.

4. CFO/Finance Function

We work together with CFOs to help them create and lead world-class finance functions. We help develop an integrated approach to value-based planning that ensures a focus on shareholder value creation by covering strategy, business planning, resource allocation, performance management and zero-based budgeting programs. We maintain extensive benchmarking databases to help our clients achieve significant improvements in operating effectiveness and efficiency.

We take an integrated view of the challenges of linking corporate finance requirements to the needs of businesses and their managers. Strategy, at its heart, is about making critical decisions around the allocation of scarce resources. It is about understanding the true sources of a company's competitive advantage and making sure the resources are available to seize opportunities.

- **Corporate and portfolio strategy:** We add a robust financial and capital market lens to corporate and portfolio strategy decisions. Strategy is our heritage and we apply our academic and industry experience to help our clients

determine where to play and how to win, taking into consideration the core business and opportunities for repeatable success in adjacent markets. Our ability to link strategy and corporate finance expertise helps our clients identify—and make informed decisions about opportunities that align with their corporate strategy.

- **Value Acceleration:** We offer a holistic approach that helps accelerate the ability to identify, prioritize, and deliver value at all levels of an organization. We combine financial discipline, and decision effectiveness with pragmatic tools that emphasize building new client capabilities. We select the appropriate metrics to define the value aspiration, design a strategy linked to day-to-day decisions that makes the most of scarce resources, monitor progress towards your goals, and, finally, embed a value-oriented mindset at the front line.
- **Investor relationship management and equity story development:** We determine the factors that most directly influence a company's value and benchmark its performance on those dimensions against industry peers. With a clear picture of market expectations as compared to key sources of value, we co-author a compelling equity story that targets the right investor mix to unlock further value and close the gaps to intrinsic valuation levels. We also develop action plans that will align value with the equity story, and we help with market communication—in the form of presentation materials, meeting preparation and other support—to ensure the story is delivered effectively.
- **CFO Agenda:** We maintain a dialogue with CFOs at many of our clients spanning the topics that are top of their

mind, including: financial strategy, balance sheet management, finance function operating model, risk management and turnaround and crisis management.

5. **Advanced Analytics**

Big data and advanced analytics are creating profound new opportunities for businesses, yet we found that only 4% of companies are able to combine the right people, tools, data and organizational focus to take advantage. To realize the value of big data, organizations need strategic—and not merely technological—solutions. Our experience and analytical expertise help ensure that businesses build the right capabilities to mine data for insights that can enable better decisions and create value through the following actions:

- **We develop advanced analytics strategies**, helping clients derive competitive advantage from their data assets and analytic capabilities.
- **We deploy advanced analytics for decision support**, helping clients improve operational effectiveness and efficiency through innovative uses of data and analytics.
- **We help clients build the advanced analytics organization and capabilities**

required to execute strategies and deploy decision support

applications. We support organization and capability building with our unique approach to change management through implementation.

The Advanced Analytics practice is supported by our corporate consultancy group (CCG), a team of advanced analytics professionals and data researchers, with advanced degrees in fields ranging from statistics, econometrics, artificial intelligence, decision science and applied mathematics to computer sciences. The team applies state-of-the-art techniques and is equipped with the latest tools and technology. Depending on the engagement, CCG team members can act as advisors, executors of key tasks, or full team members supporting a multitude of analyses, including: predictive modeling, customer segmentation, experimental design, pricing optimization, and clients' decision making under irrational behavioral situations, by combining CCG analytical rigor and business pragmatism.

6. **Academics**: International Accreditations (AACSB /EQUIS /EDAF) of Tertiary Education Institutions