

Kriti Makhija

**Chief Financial & Compliance Officer, Genesis BCW
Advisory – NASSCOM Community, Volunteer Genesis Foundation
Member, Leprosy Detection and Control Committee of Rotary Club
of Delhi South.**

An experienced financial and business leader, socially active and supportive volunteer and an overall vocal citizen, Kriti is a multi-faceted person who doesn't do anything by half measures. She is empathetic, optimistic and has very high action quotient with equally high energy levels. She does not just talk about living with authenticity but actually lives that way making it look so simple, that it inspire many to follow.

In her role at Genesis BCW, is responsible for defining the financial strategy, managing and monitoring the financial health as well as governance of the company. She leads the business in ensuring statutory and legal compliance to the obligations of the firm while maintaining profitability. She also conceptualises, implements and manages strategic projects and growth drivers for the organisation, which includes mentoring and leading multiple cross-functional teams as a business enabler for their profitable growth.

In addition to collaborative creation and managing the annual financial and investment budgets, Kriti is responsible for establishing, implementing and monitoring of the firm's financial systems and procedures to ensure the best accounting, auditing and reporting processes and systems.

As part of the company's leadership and management team, she guides and supervises the firm in its pursuit of growth. She has incubated and mentored new business units and divisions in the company and led them to success. She has mentored leaders, managers and team members across diverse practices and business to bring out the best in them and evolve into mature and empowered future leaders. An approachable leader with an 'open door' policy, she is always there to help and the 'go to' person for most people in the company. Kriti also manages the corporate social responsibility initiatives for the organisation to support the firm's CSR implementation partner NGO in its communications and outreach.

Always a firm believer in the power of giving, Kriti has been focused on volunteering her time and expertise for causes she believes in rather than just monetary support. For over a decade, she has been volunteering with Genesis Foundation, a not-for-profit that supports children with congenital heart defects (CHD). Besides having supported the Foundation through its journey on fundraising, communications and finance, she has been instrumental in the Foundation's CSR funding growing at a CAGR of around 35 percent for the last 5 years. She has led project implementation at Genesis Foundation which has won awards at national and international level. Kriti has been

recognized for her tireless efforts. She was one of the top five finalists at the iVolunteer, where she was nominated for her relentless efforts in not just working for the cause but championing it to raise support from individuals and organization. During the pandemic, to expand the universe of impacting change for good, she became the member of Leprosy Detection and Control Committee of Rotary Club of Delhi South, which is working toward the leprosy control project in India. In the short span, she is now the secretary elect for the Club for 2021-22.

Her curiosity to know, learn, grow and contribute is her strength and motivation to explore new areas and engage with diverse people and be part of multiple growth initiatives. She is also on the Advisory Board of NASSCOM Community and is actively engaged in promoting the community with her diverse and rich experience across a variety of topic from leadership to softskills to more technical one like fintech, gig economy and more.

She is a social media enthusiast and enjoys sharing her experiences, wisdom, life stories which inspire and move people.

Before joining Genesis BCW, Kriti was Assistant Manager of Finance and Accounts at Max Ateev. She has also worked at PricewaterhouseCoopers, where she was responsible for various audit, taxation and compliance related matters.

Kriti is based in New Delhi and when she is not managing business and finance or engaged in her role as advisor or mentor or voicing her support for her chosen causes, she enjoys singing, cooking interesting new dishes and traveling with her husband (these days virtually).