



## SRIRAM PARAMESWARAN

### DIRECTOR-GROWTH

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## EXPERIENCE

Sriram is the Director – Growth, at Singularity Legal. He specializes in Business Growth, Practice Development, Program Management, Relationship Management, Business Operations and Financial Control.

Sriram is a qualified lawyer admitted to the bar in India and a registered practitioner with full rights of audience before the Astana International Financial Center (AIFC) Court and International Arbitration Centre (IAC). He is a seasoned management professional with extensive experience in senior leadership roles across International Government (Foreign Mission), Technology, Oil & Energy, Management Consulting and Legal sectors.

Sriram holds an MBA (Finance major), dual bachelor's degrees in Law and Commerce from University of Mumbai and University of Delhi, respectively and is registered as a certified project management professional (PMP) by PMI, USA.

## INTERNATIONAL GOVERNMENT

Sriram worked as a Domain expert, impact specialist & Country Program Manager for Government Affairs & Development Aid Projects with the Ministry of Foreign Affairs, The Hague, The Netherlands for 17 years: As the lead program manager for India at the Embassy of The Netherlands, New Delhi, he successfully embedded the nation's (NL) footprint in the development cooperation sphere and drove social development impact in India. By realigning the engagement strategy and making value-driven decisions, he developed operating frameworks and managed crucial relationships with both the Dutch and Indian Governments and demonstrated successful outcomes. Additionally, he extended the program to include policy initiatives, overseeing and managing projects tailored to enhance trade and collaboration in diverse sectors such as agriculture, science & technology, and education. His strong focus on execution, process control, and efficient stakeholder management played a pivotal role in achieving impactful contributions in promoting sustainable, inclusive growth that benefits vulnerable populations while enabling Dutch expertise to contribute & grow into fulfilling partnerships.

### Government Relations

External interface, protocol & liaison, policy & advocacy role involved leveraging enhanced networking capability to build/sustain long term relationships, evolving the collaboration strategy, insightful & industry specific stakeholder mapping & matchmaking, managing policy implementation, intelligent communication & engagement in stakeholder management including but not limited to GOI, Dutch Government, affiliate agencies, across regional, state & national levels. Influence the regulatory landscape towards impactful achievements in economic & trade relations, market access, business support, workforce flexibility, development aid (NGOs, PPP & bilateral) and Government partnerships. Catalysing a conducive environment into a competitive advantage by appropriate visibility & positioning, public diplomacy, lobbying & reputation management for brand and lead as a pathfinder to business goal enablement & regulatory risk analysis/mitigation across the Development Cooperation, Trade & Economic Affairs, Press/Information & Culture, NFIA (NL foreign investment agency), Defense, Agriculture, Science & Technology and Consular frameworks.

### Business Operations

Sriram also led the India business operations portfolio for the Embassy of The Netherlands. This included end to end responsibility for contracts & vendor management, administration and finance & accounting verticals.

## TECHNOLOGY

Sriram led business operations for CISCO, a global technology major. He helped set up Cisco's TAC operations centre in Bangalore, India. This was a key leadership position (BU head of Operations) with ownership on end to end service delivery. Sriram was also the India lead for BCP (Business Continuity Planning) and the lead 'on site' incident manager for Cisco Systems (India) Pvt Ltd.

## OIL & ENERGY

Sriram led business services operations for Cairn India Limited on a PAN India basis. During his stint, he completed several process efficiency projects throughout the organization.

This Services operations & strategic leadership role focused on driving efficiencies in business services, relationship management, projects & new initiatives, financial management, expatriate management, business resilience, defining & executing SOPs, good governance, process quality/policy compliances & enhancements.

## OIL & ENERGY

Sriram managed a business consulting venture in India and UAE. As the Managing Partner, his key role was managing strategic, tactical and functional aspects of key Projects by pivoting on People, Process and Technology.

## Key industries & engagements

- European Private Equity based in the middle east: COO, CFO role.
- IT & Software solutions: Business Development, stakeholder engagement.
- Trade Finance Bank(EUROEXIM): Business Development, Senior RM.
- Start ups: Growth hacking (building scalable, replicable, sustainable business models)
- FMCG MNCs: Asset recovery & monetization, Marketing strategy & operations.
- Financial transformation: Change management, transitions, ERP implementation.
- Experiential travels: Business Development, Marketing & business operations.

## RECOGNITIONS

- Development of the efficiency framework for the Dutch Development Cooperation in India; addressing project selection, resource commitments, cost-benefit, impact and ease of conducting business.
- Strategic advisory to development aid program: Defining the program qualification criteria, managing complexities ranging from sophistication in approach, influencing recipient Government preferences.
- Recognised for setting benchmarks in stakeholder engagement & managing business risks.
- Instrumental in forging MOUs between GOI & NL Governments for joint exercises.
- Led State visits & industry delegations from The Netherlands to India.
- Successfully promoted brand Indo- Dutch trade relations and multi industry collaborations.
- Awarded for operational excellence, change management and business continuity planning during my corporate tenure.