



Sinduja Sivasanthiran ACA

Business Appointment: Finance Manager, Iyuno Media Group

Personal introduction

Hi, my name is Sinduja and I have been working in the accounting profession for the past 8 years. During this time, I have worked in a variety of firms and industries and had the privilege to work with a lot of great people. Having gained my qualification in a small practice, I moved to audit in one of the Big 4 before then moving into industry, first as a group accountant and then as a finance manager. I love learning and each move has brought new opportunities to further my knowledge and develop different aspects of my skillset. The highlight of my career so far is definitely the people I have worked with as some of them have become great friends who I would not have met otherwise. I have also enjoyed working with teams globally and across different business functions gaining more commercial insight into how a business operates as well as different reporting requirements. Having gained a strong technical grounding, I am now working on broadening my commercial skills and improve finance processes and reporting within an organisation. All of this has made my career so far in accountancy more varied and interesting than I would have thought when I first joined, and I am sure it will continue to be a fulfilling career path.

Your involvement with ICAEW

My involvement with ICAEW has currently been limited to using resources provided by ICAEW such as technical information and career development resources. Through this role, I hope to become actively involved in organising ICAEW activities and help others engage with events and activities.

Motivation and ability to be a member of Council

I am seeking to be elected to Council as I genuinely want to make a positive difference to others in this profession and help them get the most value from their membership. I can admit that after gaining admission into ICAEW, I have not really made the most of my membership and only tended to think about it when paying the annual membership fees. I think quite a few people have the same mindset and this is what I want to change.

Although I would say I am still at the beginning of my accountancy career, in my time to date, I have worked in both practice and industry in companies of varying sizes and with finance and non-finance professionals. My interests and experience lie mainly in the entertainment and technology sectors but through my auditing experience, I have gained exposure to a variety of sectors ranging from construction to retail to charity. This has been given me an understanding into some of the issues and the support that would be needed for fellow ICAEW members and the specific industry challenges that might be faced. Additionally, I am

aware of the other issues that could be impacting members e.g. mental health, bias, confidence, personal obligations, and I want to improve or create solutions towards these.

I would not be applying for the role unless I know I can commit fully to it and I am fortunate enough to have flexibility and time within my current work and social commitments to be an effective member of Council.

Strategic focus

In my roles in industry, I have prepared and reviewed budgets and looked at financial information in a commercial perspective. I have also been involved in meetings with the leadership team gaining exposure to strategic aims, operational issues and business plans. I believe this will be useful in my responsibilities as a council member. I think the key immediate issue affecting the profession is business continuity and with it, the security and availability of roles. More importantly, roles with the scope and pay packages that fit the value of the membership and reflect the efforts members have put in their career paths to date.

Another challenge (rather than issue) is the growing adoption of technology and AI in businesses and the impact this will have on people in the accountancy profession. As a council member, I would hope to look into ways training, resources and tools are adapted so members' skills are kept up to date and relevant. An issue that is personal to me is the challenges of being a care giver whilst working and I would like to bring more support and resources for those who are in this position.

Communication with members in your constituency

I plan to engage with members in my constituency in methods that suit them in order to reach as many as I can whether it is in person, email, social media or the use of video conferencing tools. This year has seen the increased use of video calls and conferencing tools as a result of the pandemic and lockdown measures so I am sure this will continue in the coming years. Although I am someone who prefers to meet people in person or email someone rather than using calls, I will interact according to the preference of my constituents. I would like to hold small sessions where members can speak together to discuss any developments or issues and utilise people's experience to deliver a solution. I would also regularly arrange both formal and informal meetings so members will come to see me as someone they can turn to when they need support and gain more in their membership.

Nominators

Akash Mohanlal

Shyam Vadher

Geoffrey Yin

Cheuk Lam Cheryl Ngai

Shivani Gandhi

Declaration of interests which are relevant to the business of ICAEW

Membership of, or interests in, formal bodies or groups, including other professional bodies ¹ :	None
Membership of ICAEW Council, ICAEW Boards and other ICAEW committees:	None
Partnerships, Directorships or beneficial interests in companies:	None
Professional or social relationships with individuals who have business relationships or who compete with the ICAEW:	None
Any other matters you feel should be identified:	None

¹ This includes employment by a professional body.