

8 Months of Silence.

90 Days to a CFO Role.

How Pankaj S., CA, Global CFO with 13 years of enterprise finance leadership, went from an 8-month stalled search to 2 competitive offers and a new role in under 90 days.

2 Offers

Competitive

90 Days

Search to Joining

\$185M+

P&L Managed

TRUSTPILOT ★★★★★ VERIFIED

 **Pankaj Sharma**
IN • 1 review



The Power of Articulating Your Experience the Right Way

I'm happy to share that the rebranding support I received played a key role in helping me secure my next opportunity. The process reinforced how important it is to clearly articulate your experience and present it in a compelling and impactful way.

I'm really glad I connected with Sapana about three months ago—this investment paid off much sooner than I expected. The way my experience was structured and positioned made a significant difference in how my profile came across to recruiters.

Within a short span, I received two offers, chose one, and have now joined the company. I truly appreciate the support and guidance throughout the process.

I've already referred a couple of people from my network because the impact has been genuinely impressive.

Published Trustpilot review.

“

The rebranding support I received has really helped me secure my next opportunity. The way my experience was structured and articulated made a significant difference. I received two offers, have chosen one, and have now joined the company.

Pankaj S., CA • Global CFO • March 2026

\$185M+

Global P&L

CFO

Role Achieved

LeadershipAura

Coaching Partner

SECTION 01

Client Background

A board-ready CFO whose profile was failing to communicate his true calibre.



Pankaj S., CA

Global CFO → Target: CFO | VP Finance | Head of Finance | Director Finance

13 Yrs Exp

Chartered Accountant

IT / SaaS / Engineering

CURRENT ROLE

Global CFO

Multinational Tech Firm

TARGET ROLES

CFO · VP Finance

Head of Finance

PREFERRED LOCATIONS

Bengaluru

Gurugram · Hyderabad

LINKEDIN SSI (BEFORE)

37 / 100

Industry Rank: 32%

The Starting Point

Pankaj S. is a CA with 13 years of progressive finance leadership across IT services, SaaS, and engineering environments. As Global CFO, he managed a **\$185M+ global P&L**, led a **GBP 7M+ sell-side M&A**, and ran finance across four countries.

For 8 months, barely anything came back. SSI score: **37/100**. His resume read as a task list. Recruiters were not finding him. Referrals went silent after the resume landed. Recruiters who connected on LinkedIn vanished without follow-up.

He reached out to LeadershipAura in November 2025. What followed was a structured repositioning that got the market to recognise him, in under 90 days.

“

I am a Senior Finance Professional looking for a job change actively but struggling to crack one.

Pankaj S. · First contact, November 2025

WHATSAPP · NOV 2025



His first message. Name & contact redacted.

SECTION 02

The Real Challenges He Was Facing

Not a skill problem. A visibility and positioning problem.

01

Applying everywhere. Hearing almost nothing back.

8-10 applications weekly across Naukri, LinkedIn, and direct applies. Calls came rarely, and for roles two levels below what he was targeting.

02

Referrals dying after the resume landed.

Two warm introductions at target companies. Both went completely silent the moment his resume was shared.

03

Recruiters connecting, then vanishing.

Search consultants reached out on LinkedIn. Initial interest. Then silence. No follow-up.

04

Profile invisible on LinkedIn and Naukri.

SSI score 37/100. Naukri below threshold. When recruiters searched 'CFO Bengaluru', his profile was deprioritised.

SECTION 03

Our Structured Approach

Three defined stages. Each with a clear, visible deliverable.

STEP 01

JD Research & Gap Analysis

Pulled 25+ live CFO/VP Finance job descriptions across target cities. Built a keyword matrix showing exactly what the market was hiring for. Completed a full gap analysis, mapping his actual achievements to market KPIs. Every hidden strength was surfaced and documented in a written report.

Deliverables:

JD keyword matrix · Gap analysis report · Priority company list

STEP 02

Profile Rebuild (Resume + LinkedIn + Naukri)

Full resume rewrite, ATS-ready structure, CFO-level headline, board-advisory narrative, metrics-anchored achievement bullets. LinkedIn rebuilt completely: new headline, custom banner, full About section, keyword-dense Experience entries. Naukri optimised to platform benchmark. Inbound recruiter messages began within days of going live.

Deliverables:

2-page CFO resume (ATS-ready) · LinkedIn rebuilt · Naukri optimised

STEP 03

Job Search Strategy & Roadmap

Provided Pankaj with a complete, actionable job search roadmap he could execute independently. This included strategies to uncover hidden job opportunities, how to approach and engage executive recruiters, which LinkedIn features to leverage for maximum visibility, a structured outreach cadence, and a step-by-step plan to reach his target roles with clarity and confidence.

Deliverables:

Complete job search roadmap · Recruiter outreach strategy · Hidden job market playbook · LinkedIn feature guide

SECTION 04

The Work, In Real Time

Actual screenshots from the engagement. Names and contact details fully redacted.

WHATSAPP · NOV 22 2025



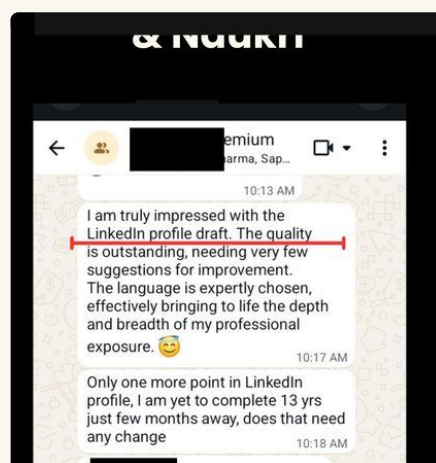
Pankaj reaches out. Shares resume and target roles. The audit begins immediately.

DISCOVERABILITY REPORT · NOV 24



Written Positioning & Discoverability Report delivered. He responds: "I am aligned with this."

LINKEDIN DRAFT · CLIENT REACTION



"I am truly impressed with the LinkedIn profile draft. The language is expertly chosen, bringing to life my professional exposure."

Resume: Before vs After

The same 13-year career. A completely different executive story.

XYZ

gmail.com

India

Strategic Financial Leader | Driving Growth & Profitability through Finance Excellence | Budgeting and Regulatory Compliance Strategist

Results-oriented finance leader, driving growth and maximizing profitability for multinational corporations. Spearhead day-to-day finance operations, aligning business goals with financial vision. Provide strategic and operational business partnering support, ensuring quality financial control and reporting.

Develop strategies for effective accounting, financial reporting, process improvement, tax compliance, scalable finance functions, and commercial insights to support global expansion. Coordinate with cross-functional teams to structure deals and provide commercial decision support on large transactions. Possess extensive knowledge of IGAAP, Ind-AS, and IFRS.

Seeking a finance leadership role to lead transformation and drive change in a fast-moving, global environment.

Core Competencies

Financial Strategy Development

Budgeting and Cost Control

Regulatory Compliance

Forecasting & Treasury Management

Business Finance

Due Diligence and M&A Preparation

Stakeholder Management

Risk Management & Internal Controls

Cross-functional Collaboration

ERP Implementation

Working Capital Management

Variance Analysis

Value Snapshot

PQR Global Solutions Pvt Ltd., Bengaluru/Kolkata

Global CFO

May 2023 – Present

Venerate Solutions Private Limited (PwC), Bengaluru

Headline

Strategic Financial Leader | Driving Growth & Profitability | Budgeting Strategist

Profile Summary

Results-oriented finance leader driving growth... Seeking a finance leadership role to lead transformation in a global environment.

Role Entries

"Managed accounts. Supervised team. Handled compliance. Prepared MIS reports."

Key Metrics Visible

Scattered figures. No P&L anchor. No transaction size. No multi-geography governance.

CA

DRIVING ENTERPRISE FINANCIAL STRATEGY, SCALABLE GROWTH, AND SUSTAINABLE VALUE CREATION VISION, GOVERNANCE, FINANCIAL DISCIPLINE, STRATEGIC CLARITY, ACCOUNTABILITY

+91- ***** ■ ABC27@gmail.com ■ Bangalore, India ■ LinkedIn

CHIEF FINANCIAL OFFICER | GLOBAL FINANCE LEADER | BOARD-FACING STRATEGIC PARTNER

Enterprise Financial Leadership across IT / ITeS / SaaS / Engineering Services | P&L, FP&A, Governance, Capital Allocation

Chief Financial Officer and Chartered Accountant with extensive experience leading enterprise-scale finance functions across IT services, SaaS, engineering-led delivery, and facilities management environments. Trusted advisor to Boards and executive leadership, driving financial strategy, governance, capital discipline, and performance management across multi-entity, multi-geography operations. Proven in aligning financial stewardship with business strategy to enable scalable growth, operational resilience, and long-term value creation, while strengthening controls, risk frameworks, and decision rigor in complex, fast-evolving organizations.

Board-facing finance leader with enterprise responsibility for financial strategy, performance governance, and capital discipline across complex, multi-entity organizations. Recognized for strengthening financial stewardship while enabling growth through rigorous planning, risk management, and decision frameworks aligned to business priorities. Operates at the intersection of strategy and execution, partnering closely with CEOs and senior leadership to translate financial insight into sustainable value creation, organizational resilience, and long-term scalability.

Enterprise Finance & Strategy

Governance, Risk & Compliance

Business Partnership & Transformation

Headline

CHIEF FINANCIAL OFFICER | GLOBAL FINANCE LEADER | BOARD-FACING STRATEGIC PARTNER

Profile Summary

CFO and CA leading enterprise-scale finance. Trusted Board advisor driving financial strategy, governance, and capital discipline across multi-entity, multi-geography operations.

Role Entries

"Primary finance advisor to the Board, influencing operating model design, pricing strategy, capital allocation. Led sell-side M&A (GBP 7M+) with Big 4 coordination."

Key Metrics Visible

\$185M+ P&L · GBP 7M+ M&A · ±1% forecast accuracy · 4 Regions: India, US, UK, Europe

SECTION 06 | PROFILE OPTIMISATION: LINKEDIN AND NAUKRI

Built to be found. Not just seen.

The algorithm decides who surfaces in recruiter searches. We optimised every signal it looks for.

LINKEDIN SSI · BEFORE: 37/100

Four Social Selling Index

SSI: 37 / 100

Current Social Selling Index

37

People in your network

31

1:42 pm

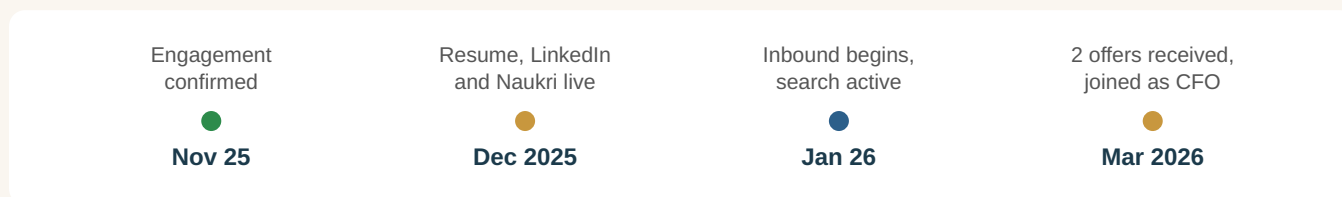
SSI of 37 when engagement began.

Industry rank: 32%.

METRIC	BEFORE	AFTER
LinkedIn SSI	37 / 100	—
LinkedIn About	Blank, no narrative	Full CFO executive narrative
Naukri Profile Score	Below threshold	Optimised to platform benchmark
Keyword Density	Minimal	Built from 25+ live JDs

SECTION 07

The Engagement Journey



SECTION 08

The Outcome

Then the phone started ringing.

WHATSAPP · MARCH 2026

Hi Team, I'm happy to share that the rebranding support I received has really helped me secure my next opportunity. It reinforced how important it is today to clearly articulate your experience and present it in a very impactful way.

I'm really glad I connected with Sapana about three months ago—this investment has paid off much sooner than I expected. The way my experience was structured and articulated made a significant difference. I received two offers, have chosen one, and have now joined the company.

Thank you for the great work. I've already referred a couple of people

2

Offers Received

<90

Days Total

1

CFO Role Joined

KEY CLIENT QUOTE

"I'm really glad I connected with Sapana about three months ago — this investment has paid off much sooner than I expected. The way my experience was structured and positioned made a significant difference. I received two offers, chose one, and have now joined the company. I've already referred a couple of people from my network because the impact has truly been amazing."

Pankaj S. · WhatsApp · March 2026

His message. 90 days after first contact.

What Specifically Changed

Resume

Transformed from a task list into a board-advisory CFO narrative. \$185M+ P&L, GBP 7M+ M&A, and ±1% forecast accuracy anchor every section.

LinkedIn Profile

Rebuilt from an empty page into a fully positioned executive presence. New headline, banner, and keyword-dense About section from live JD research.

Executive Narrative

From listing responsibilities to telling a leadership story. Board advisory, M&A track record, and multi-geography governance, structured for hiring committees.

Market Response

Organic inbound within days. Two competitive offers received. The right one accepted. Colleagues already referred.

“Pankaj S. did not lack experience. He lacked a profile that communicated his true worth. Eight months of silence was not a reflection of his capability. **It was the cost of being invisible.**”

Ready to be found? Start with a 7-Second Executive Scan™

www.leadershipaura.com · Connect with Sapana Nikhade on LinkedIn