



**SHARAD GOENKA**

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Sharad is a seasoned business executive with over two decades of global experience in experience in sourcing deals, raising capital, M&A integration, growth, business transformation, and successful exits. Based in Toronto, he leads Assurgo's efforts in Central Canada, leveraging his background across Corporates, Private Equity Funds, and Portfolio Companies.

He brings strong expertise in Strategy and Business Transformation and has a proven track record in driving growth strategies and maximizing financial and operational efficiencies. He is skilled in fostering collaborative relationships and aligning stakeholders to optimize outcomes.

Most recently, Sharad was the COO and CFO at Globalfaces Direct, a PE backed business where he integrated multiple acquisitions for horizontal and vertical growth, set up a new JV for accelerated US expansion and drove process efficiencies and technology transformations. His efforts led to a 4X growth in EBITDA and a capital raise providing exit and liquidity to shareholders.

Previously, Sharad was an Investment Professional at UK based mid-market Private Equity firm 3i Plc and has led all elements of the investment process. This included managing a challenging portfolio at the peak of the financial crises and structuring exits worth \$240 million.

He started his career at Schlumberger and had progressive roles from a field engineer to a business leader running operations, managing P&L and driving technology led transformations. He was subsequently a cross functional business executive at Cairn Oil and Gas where he led corporate M&A, was the business head of for a \$300 million JV oil field, optimized a \$1 billion spend base as Head of Procurement and eventually became the Chief Strategy and Policy Officer.

Sharad launched Softbank backed Unicorn OYO Hotels in Canada and has been a fundraising and BD advisor to a Kholsla Ventures backed stealth startup. He also has prior management consulting experience with The Boston Consulting Group and Monitor Deloitte.

He holds an MBA from Harvard Business School and a Bachelor of Technology from the Indian Institute of Technology Bombay.

With solid hands-on experience and a strong blend of strategic vision and commercial acumen, Sharad is excited about driving high impact solutions for Assurgo's clients and partners.

