

Our Success Story

for



Siva Kumar Tangudu
Head of Engineering

Introduction

Co-founded by Ex-Cleartrip Founder Hrush Bhatt and Sunit S in 2020, Fincent is a unified tool that helps small and mid-size businesses manage everything about their business finances. Fincent exists to make it easier for entrepreneurs to run businesses. The organisation is building a full-stack financial platform for small and mid-sized companies. The platform offers bookkeeping, accounting, tax filing, and payments. Embedded banking and credit are next on the roadmap.

The customers get a unified tool to manage everything about their business finances. Fincent's business model is a potent combination of SaaS and fintech revenue. Fincent raised a Series A funding of \$6 million from Accel Partners in January 2022.

Problem Statement

With the vision to create a full-stack financial platform for entrepreneurs, Fincent was looking for a leader from the start-up ecosystem, with prior experience in a B2B organization and who has been with companies during their 0-1 & 1-10 growth journeys. The mandate was for a seasoned techie for the role of Head of Engineering. The senior tech executive would take full ownership of the set challenges and coordinate with multiple leaders. To incorporate a robust tech ecosystem, Fincent approached Purple Quarter to map out and locate the right tech leader for their team.

Solution and Execution

The Fincent leadership team was crystal clear that their tech team needed someone who had strong technical and interpersonal skills, experience in B2B, SaaS, had actively worked on projects from the ground up, and most importantly, had a proven track record. After a detailed discussion on the mandate and profiling a few tech enthusiasts, a curated list was presented. Team Fincent shortlisted all on the select list, moved forward with two candidates, and eventually, Siva Kumar became the clear front-runner.



Siva Kumar was found to be the ideal fit for the tech leader role—one who understands the nuances of scaling in the start-up ecosystem. Siva Kumar is an IIT Bombay alumni with close to 18 years of experience. For most of his career, he has been associated with Slice, Myntra, HackerRank, Oracle, and Microsoft, among others.

The process went on smoothly as Siva instantly connected with the founders of Fincent on common grounds, making for a good engagement. He could resonate with the vision and mission of the company and that of the founder. Our proprietary BMM – Behavioural Metrics Model, proved to be the essence of the mandated closure. With the help of BMM, Siva was identified as a Creator-Nurturer combination to best suit Fincent's nascent stage of scaling a company from 0-1 & 1-10 journey.

Looking Forward

Purple Quarter successfully identified and bridged the crucial gap, matchmaking the leader and the Fincent management. Adding Siva to the team allows Fincent to further seamlessly integrate technology into its business models as it expands its product lines. We are pleased to have identified Siva as the best candidate for the role of tech leadership, and it is only a matter of time before Siva takes the team to new heights.

