

Sonia Minhas

Iselin, Middlesex County

Director—Finance, Vedicsoft Solutions Inc.

The CFO role has evolved, observes Sonia Minhas, 28, from a focus on the numbers to a much broader managerial brush. As a professional who has always sought to understand the drivers of business performance, she embraces this change. "It's no longer the story of CFOs whose core strength was monthly consolidations, financial reporting and day-to-day treasury functions," says Minhas, director of finance for Iselin-based Vedicsoft Solutions Inc, an information technology firm. "CFOs now devote the majority of their time to IT, human resources, compliance, risk management and business strategy."

Those tasks have kept her busy in the past seven years amid a whirlwind of growth at Vedicsoft, which has experienced an increase of annual revenues from \$4 million in 2001 to \$30 million in 2008. The company has 275 employ-

ees. "The financial operations engine I have created at Vedicsoft is much more process-oriented than person-centric," notes Minhas, a Greenwich,

England native who began her IT career in 1999 as manager of finance for Software Research Group in Iselin. "This financial engine is one of the best in the industry and ably supports the multi-jurisdictional and multiregional financial operations of Vedicsoft spanning across 35 states in the country."

Among Minhas' many successes has been the relocation of the company's day-to-day financial operations services to Hyderabad, India, and the development of a succession planning process at the New Jersey and Indian offices.

