

# The CEO Magazine®

RNI No. DELENG/2015/70020

Vol. 10 | Yearly Edition - December - 2024

Rs. 999/-

A Magazine for Business Leaders & Decision Makers.

## CONSULTANT

OF THE YEAR  
2024 (Vol. 2)

## CLOUDIT AUTOMATION & ACCOUNTING SERVICES LLC

Redefining Back-Office Accounting  
Services with AI-Driven Automation  
and Global Staffing Solutions

### SABYASACHI MAZUMDAR (SAM)

Founder - CLOUDIT  
Automation & Accounting  
Services LLC

### A Tale of Two Friends

From Job to Building a  
Million-Dollar Fintech  
Empire



### ASHISH JINDAL

Co-Founder - CLOUDIT  
Automation & Accounting  
Services LLC





# CLOUDIT AUTOMATION & ACCOUNTING SERVICES LLC

*Redefining Back-Office Accounting Services with AI-Driven Automation and Global Staffing Solutions*

Shweta Singh | The CEO Magazine

**A**ccounting, one of the oldest professions, has roots dating back thousands of years. From ancient Mesopotamia, where traders documented transactions on clay tablets, to traditional ledgers and books, the industry has been defined by manual, time-consuming processes. For centuries, precision and accuracy were achieved through painstaking efforts, often relying on human labour and physical records.

**SABYASACHI MAZUMDAR**

Founder - CLOUDIT  
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However, the accounting industry, with no exception, has undergone a radical transformation in recent years. Advances in technology, including automation, artificial intelligence, and cloud computing, have reshaped how accounting firms operate. What once was a labour-intensive, “old-school” industry now values efficiency, scalability, and innovation.

CLOUDIT Automation & Accounting Services stands at the heart of this shift. Founded in 2018 by Sabyasachi Mazumdar (Sam) and his friend Ashish Jindal (Andrew). The company has established itself as a pioneer in providing Finance as a Service (FAAS), offering a blend of innovative automation and highly skilled global staffing solutions. With a focus on transforming back-office operations for accounting firms and businesses across North America, CLOUDIT is assisting the industry to break free from antiquated practices and taking the accounting practice ahead of the curve.

**CLOUDIT At a Glance**

CLOUDIT Automation & Accounting Services LLC is a US-based company with an India back office, CLOUDIT Back Office Services Pvt. Ltd. The company specializes in providing global staffing solutions through its Finance as a Service (FAAS) model, supporting CPAs, accounting firms, and businesses across North America.

CLOUDIT offers comprehensive back-office services, including Accounting and Bookkeeping Support, Tax Preparation and Planning, Fractional CFO Services, Financial Planning and Analysis (FP&A), Due Diligence and Compliance, Audit Preparation, and Mergers & Acquisitions (M&A). By eliminating the burden of manual tasks, CLOUDIT empowers accounting functions with scalable, global back-office support while ensuring compliance with regulatory standards, allowing clients to focus on what truly matters—driving growth.

With a team of over 260 qualified finance professionals across India and the United States, CLOUDIT is well-positioned to deliver tailored solutions that address specific client needs. This global structure enables clients to operate with optimal productivity and be free from operational bottlenecks. The company ensures its staff adheres to all regulatory requirements while offering expertise in both standard and specialized tasks across various industries. Each team member is carefully vetted to ensure they bring the expertise and quality required for reliable service delivery.

CLOUDIT’s reputation is built on its expertise in transforming and digitizing back-office accounting operations into seamless and efficient processes, fostering sustainable growth for its clients. By integrating advanced automation with dedicated staffing solutions, CLOUDIT is redefining the management of accounting back-office services.

**What Shapes CLOUDIT**

**Mission**

To be the leading back-office consultant for accounting excellence and finance operations by providing precise, innovative solutions.

**Vision**

Grow clients’ accounting back offices through automation to eliminate manual tasks, drive efficiency, overcome financial and staffing challenges, and build a sustainable foundation for future success.

**Core Values**

- » **Innovation** - Continuously drive innovative staffing and software solutions.
- » **Adaptability** - Stay flexible and responsive to changes in the market.
- » **Integrity** - Maintain honesty and ethical conduct in all actions.
- » **Accountability** - Take ownership and responsibility for delivering results.
- » **Quality** - Provide top-quality, impactful professional services.
- » **Diversity** - Foster a unified work culture through diverse backgrounds.
- » **Teamwork** - Promote collaboration and inclusivity.
- » **Empowerment** - Support employees in taking ownership of their roles.
- » **Learning** - Encourage continuous learning and growth.
- » **Client Success** - Prioritize and celebrate the success of clients.

**The Man at the Helm**

Some leaders walk into a room and go unnoticed, but **Sabyasachi Mazumdar, Founder and CEO of CLOUDIT**, is not one of them. From the moment he steps in, his presence commands attention. With an uncanny knack for spotting opportunities others miss, he emits a “larger-than-life” persona that makes a lasting impression on everyone he meets. Meeting him is like witnessing a force of nature—charismatic, sharp, and driven. **Fondly known as Sam** among his colleagues, his approachable and dynamic nature has made him a beloved leader.

With over 22 years of experience, Sam has built a distinguished career in accounting and financial operations. His journey began at IBM India and advanced through leading roles in top US accounting firms, including Intuit and Thompson Dunavant PLC, where he led teams in accounting and taxation. Later, as Vice President of Operations at LP North America Inc., he developed expertise in transaction processing, tax compliance, and strategic planning.

*“I’ve always been driven to create efficient, scalable systems that empower businesses to grow,”* he shares. A highlight of his career includes setting up the back-office functions for companies like ZocDoc, now valued at over \$25 billion. Sam holds a bachelor’s degree in accounting, a chartered accountant background (equivalent to a CPA in the US), and a business administration degree in finance, equipping him with the skills to lead with precision and foresight.

**Leadership Team**

CLOUDIT’s success would not have been possible—nor will it be in the future—without the unwavering support, insight, and partnership of Co-founder and long-time friend **Ashish Jindal (fondly known as Andrew)**. Andrew has been the backbone of CLOUDIT since its inception, skillfully managing operations and workflows. Sam and Andrew’s friendship spans 18 years and culminated in the incredible journey of founding CLOUDIT together—a venture defined by growth, learning, and a shared vision.

Both Sam and Ashish embody a unique blend of technical expertise and strategic foresight. While Sam focuses on vision and growth, Ashish demonstrates a passion for scaling across multiple business disciplines, including support, operations, and finance. With an exemplary track record in revenue generation, customer acquisition and retention, rapid testing, and launching new products, Ashish is an inspirational leader who prioritizes talent development and team-building. His Chartered Accountant background and MBA in Finance further bolster his ability to lead with precision and efficiency.

In addition, their India operations are guided by **Sachi S. Mazumdar, the COO of FP&A Services**. With over 20 years of experience, she has showcased exceptional leadership in financial planning, strategic decision-making, and CFO advisory roles with major Fortune 500 companies and Big 4 firms. She holds an executive C-suite position, overseeing the Financial Planning & Analysis department for CLOUDIT clients. An MBA (Finance) graduate from a top business school (ISB), she brings expertise and precision to her role.

On the U.S. side, the Advisory Board includes industry pioneers **Daniel Guarin, EA, CTC, MST** (COO of Accounting & Tax Planning), **Martin D. Eisenstein, CPA** (COO of M&A, Legal & Taxation), and **Steve Lott, MBA** (Head of Business Development). Their expertise and leadership have significantly shaped their respective fields, bringing immense value to the team.

CLOUDIT has been fortunate and blessed to have an extraordinary team whose domain expertise and dedication have played a pivotal role in shaping and continuing to build its legacy for future generations. Together, this diverse team brings a wealth of expertise in Accounting,



Finance, Tax, Audit, Compliance, HR, Legal, and Business development, working together to drive CLOUDIT’s innovative solutions and client success.

**The Inspiration Behind CLOUDIT**

The idea for CLOUDIT was born from Sam’s extensive experience working with top-tier accounting firms in the United States. Working right at the core of accounting operations, he identified a significant gap in the industry—a lack of reliable back-office solutions to support accounting firms in managing operations and scaling effectively. *“I saw a significant demand for backend services that could help accounting firms manage their operations more efficiently,”* Sam recalls.

This realization motivated him to address these inefficiencies by leveraging technology to transform traditional accounting processes. He envisioned a streamlined approach that could save time, improve accuracy, and provide scalable solutions for firms looking to grow.

*“The idea was to create a tech-enabled back-office solution that could operate with the same—if not greater—precision than traditional in-house operations,”* Sam explains. “With the onset of COVID-19, the need for remote solutions became even more pressing, proving that a tech-driven model was not just viable but essential.”

CLOUDIT was founded to bridge this gap, empowering accounting firms with innovative and scalable support that allows them to focus on their core operations while achieving sustainable growth.

The CLOUDIT Advantage

CLOUDIT has redefined back-office operations in the accounting industry, enabling firms to achieve significant milestones. Through automation and innovative software, the company has helped clients scale up to tenfold growth within their first year of implementation. *“By taking on the operational load, we allow our clients to channel their energy into building strategies and achieving their goals,”* Sam explains. *“Our aim is to simplify their processes while maintaining precision and compliance.”*

The company’s edge lies in its ability to deliver tailored, innovative solutions that cater to each client’s unique needs while ensuring full adherence to industry standards. Additionally, CLOUDIT’s global back-office support model provides businesses access to highly trained professionals, enabling smooth and efficient operations. *“Our promise is simple,”* Sam shares. *“We deliver the right combination of technology, expertise, and dedication to help our clients achieve unparalleled efficiency and growth.”*

Redefining Success in Consulting

Sam defines their success as “the tangible impact we create for our clients.” CLOUDIT’s consulting success is evident in its expanded client base and glowing endorsements from leading CPA firms. Their unique approach enables clients to:

- » Double profits and triple quality
- » Build enhanced operational capacity
- » Gain a strategic competitive edge
- » Reduce significant workloads
- » Integrate automation and technology seamlessly
- » Improve cost efficiency and profitability

CLOUDIT’s dedication to results and innovation ensures that every client partnership drives sustainable growth and operational excellence.

Tech-Driven Transformation

CLOUDIT has embraced cloud computing, AI, and other cutting-edge technologies in the accounting world, including robotic process automation (RPA), customized prompts for advanced data analytics, and process workflow automation. These tools have enabled the firm to automate and streamline workflows across all service areas, from client onboarding to bookkeeping and tax planning.

*“Our focus is on integrating technology at every touchpoint to enhance efficiency, accuracy, and client satisfaction,”* Sam explains. *“For instance, process workflow automation*

*ensures that all services are delivered seamlessly and on time, adding measurable value for our clients.”*

AI and automation have become integral to CLOUDIT’s service delivery, creating transformative opportunities to improve both client and team experiences. The company employs AI-driven tools in key areas:

- » **Automating Lead Generation:** Streamlining outreach to identify and target opportunities.
- » **White-Label CRM, Portals, and Mobile Apps:** Offering personalized solutions to enhance client engagement.
- » **Task and Project Management Automation:** Improving operational efficiency and ensuring accuracy.
- » **AI-Driven Cloud Computing:** Providing scalable, optimized solutions for modern 4D offices.
- » **Workflow Tracking and Billing Automation:** Managing staff tasks, timesheets, and client invoicing with precision.
- » **Integrated Document Management:** Simplifying collection, organization, and client follow-ups.
- » **Custom Dashboards and Onboarding Tools:** Delivering seamless, tailored onboarding experiences for clients.
- » **Recurring Billing and Financial Management Automation:** Streamlining invoicing and subscriptions.
- » **Learning and Development:** Supporting employee growth with an LMS platform for training and monetization.
- » **Secure Data Handling:** Ensuring safe storage, sharing, and e-signing of critical documents.
- » **HR Automation:** Sourcing and onboarding top talent efficiently.

*“By blending AI and automation into our workflows, we empower clients to overcome bottlenecks, cut overhead costs, and stay competitive,”* Sam explains. By integrating these cutting-edge technologies, CLOUDIT is redefining back-office solutions, ensuring clients stay ahead in a competitive, fast-evolving market.

Towards a Greener and Inclusive Future

As a service-oriented firm, sustainability and corporate social responsibility (CSR) are essential to CLOUDIT’s values. We believe sustainability isn’t just about the environment—it’s about how we conduct business,” shares Sam. *“We recognize that our responsibility extends beyond providing exceptional accounting services.”*



*supporting communities through employment opportunities, we believe in contributing to a brighter, more inclusive future,”* says Sam.

What Lies Ahead for CLOUDIT

“In the next five years, I see CLOUDIT as a global leader in back-office accounting and finance automation solutions and consulting services,” Sam shares. As the company grows, its focus remains on leveraging AI, automation, and analytics to deliver unparalleled accuracy, speed, and value for clients.

*“Our goal is to redefine how back-office operations are handled, creating solutions that empower our clients to focus on strategic growth while we take care of the complexities,”* he adds.

A key aspect of CLOUDIT’s future strategy is building a highly skilled, diverse team that can adapt to the ever-changing demands of the industry. By prioritizing innovation and resilience, CLOUDIT aims to remain at the forefront of technological advancements, ensuring it remains agile and resilient in a rapidly evolving industry. Ultimately, the vision is to set the industry standard for back-office automation, empowering clients to concentrate on strategic growth while their operational needs are managed with excellence.

Their goal is to make a meaningful impact on the environment and society. CLOUDIT has adopted digital solutions and cloud technology to reduce its paper usage and energy consumption significantly. *“Remote work practices further help us cut down on travel and emissions, ensuring our services are delivered with a minimal environmental footprint,”* explains Sam. *“Our focus on sustainability isn’t just about reducing waste; it’s about setting an example of how businesses can operate responsibly while enhancing efficiency.”* In terms of CSR, CLOUDIT is committed to creating equal economic opportunities. The company actively hires talent from Tier 2 cities, contributing to local economic growth and supporting workforce diversity. This approach opens up high-quality career opportunities outside metropolitan hubs, empowering professionals in these regions.

CLOUDIT also believes in giving back to the community through financial education and literacy initiatives. The team regularly engages in pro bono consulting for small businesses and nonprofit organizations that lack access to strong financial guidance. By combining sustainable business practices with initiatives aimed at improving financial literacy and supporting workforce diversity, CLOUDIT aims to make a lasting impact on society and the economy. *“Whether it’s offering guidance to small businesses or*

Leadership Mantra

Advising aspiring consultants, Sam says, “My advice is simple—develop deep expertise in a specific niche while remaining flexible to adapt to technological advancements and evolving client needs. Understanding and responding to market demands is essential—clients look for specialists who can address their unique challenges and add value through innovative solutions.”

Highlighting the importance of continuous learning, he adds, “Fostering an environment where employees are encouraged to grow their skills not only enhances their individual potential but also drives exceptional outcomes for our clients.”