



## **Pratik Shah**

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**Pratik Shah** co-founded Knowcraft Analytics with a team of three people and two clients. Under his leadership, the company grew close to 300 team members serving more than 30 clients. He has an extensive background in providing business valuation and transaction and advisory services for companies spanning technology, life sciences, and other industries. Mr. Shah has expertise in re-engineering business processes, building teams, and business development. He has helped several of his clients transform their operations which have helped them achieve higher ROIs and focus on building their businesses. Mr. Shah has rich technical experience in performing valuations for 409A, purchase price allocations, goodwill impairment, ESOPs, portfolio valuations, sell-side advisory, and gift and estate tax valuations.

He is a member of the Young Indian-Confederation of Indian Industry (Yi-CII), a prestigious business association in India that is instrumental in bringing changes in India's economic policy reforms. He currently serves as a Chairperson in Yi-Learning Vertical. He is also actively involved in building NACVA's India Chapter, the Association of Certified Valuators and Analysts (ACVA), focused on providing finance professionals and business valuation professionals in India access to quality training opportunities. He also holds a board position at ACVA RVO, a not-for-profit organization governed by the Insolvency and Bankruptcy Board of India (IBBI), focusing on providing training to Indian valuation professionals.

Before founding Knowcraft, Mr. Shah worked with organizations like MindTree, IQR Consulting, and EXL Services, and has held various positions in the valuation and analytics divisions of these companies. Mr. Shah is currently pursuing a CVA from NACVA. He holds a master degree in commerce from Gujarat University, India, and an MS in finance from ICAI University, India. He has been recognized by the Chief Minister of Gujarat for his social work, part of the core team for *Around the Valuation World International* conducted by GACVA, and has been recognized by NACVA as a 40 Under Forty honoree. In addition, he has won various awards like Outstanding Performer, PAT on the Back, and Spot Awards in his tenure with various companies. He is also a guest lecturer in various institutes and B-Schools with a focus on leadership, valuation, and motivational speaking.