






SETH HIRANAND

CHIEF EXECUTIVE OFFICER

CONTACT

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EDUCATIONS

Sep, 2018 – May, 2022

BACHELOR OF BUSINESS ADMINISTRATION

Parsons School of Design

- Strategic Design & Management Major
- Fashion Communication Minor
- Business Owner Pursuing Education

Aug, 2012 – May, 2016

INTERNATIONAL BACCALAUREATE CERTIFICATE

International School of Manila

WORK EXPERIENCES

Aug, 2019 – Present

FOUNDER & CHIEF EXECUTIVE OFFICER

The Morph Group of Companies

- Plan, develop, implement and direct the organization's operational and fiscal function and performance.
- Analyze and make recommendation on the impact of long range growth initiatives, planning, and introduction of new strategies and regulatory actions.
- Develop credibility and authority for the finance leadership team by providing accurate analysis of budgets, reports and financial trends and operational procedures in order to assist the BOD and senior executive team.
- Evaluate company's financial, operational, and sales and marketing structures to plan for continual improvements and a continual increase of operating efficiencies.
- Work with finance team to develop a solid cash flow projection and reporting mechanism, which includes setting a minimum cash threshold to meet operating needs.

May, 2018 – Aug 2018

OFF WHITE™ & BALENCIAGA™ INTERN

H&F Retail Concepts

- Overlook entire merchandising system from product shipment to retail floor.
- Fulfill and development of inventory systems in different units; retail stores, warehouse, and HQ.