

EXECUTIVE SUMMARY

An inspirational, performance driven finance and accounting executive offering 15 years of proven leadership fueling organizational effectiveness and delivering undeniable results for various large-medium scale multinational companies in the UAE, Egypt, Qatar, Jordan and Saudi Arabia. An accomplished professional with extensive expertise in cost management, auditing, financial reporting (IFRS), CAPEX management, human resources, change management in addition to developing and implementing processes to improve efficiency, increase quality, and ensure user-friendly tools and operations. Proven ability to utilize inspiring leadership, personal drive, creative vision, conflict resolution, relationship management, and negotiation skills to yield successful delivery of both team and individual goals, actively contributing to organizational growth. Well versed in Advanced Excel, PowerPoint and Pitch-books.

CORE COMPETENCIES

- Financial Analysis & Modelling
- Organizational Restructuring
- Cost Control
- Budgeting & Forecasting
- Risk Management
- Business Start-up
- Financial Strategic Planning
- Cash Flow Management
- Business Valuation

MAJOR CAREER ACHIEVEMENTS**Jordan Oil Terminals Company (JOTC) (2017-2019):**

- Recommended applying IFRS 16 and preparing an assets lease contract to JOTC. This led to JOTC ownership of the assets, a decrease of 45% in the cost of assets and an increase in revenue from JOD 1.5M to JOD 9M in 2018.
- Established the business and financial model for JOTC that set the tariff (fees) of the services.
- Successfully set the financial system for the company and its related policies and procedures, and financial authorities' matrix.
- Assisted in setting the HR system including hiring policies and procedures, benefits and compensation, employee's evaluation system, code of conduct, SOP etc...
- Set the procurement system and its related policies and procedures.

Saudi Vetont Company – SAVETO Group (2013-2017):

- Implemented a new costing system via ERP Edward ERP system which reduced the cost of the most sellable products by 30% thus decreased their prices and increased demand.

PROFESSIONAL EXPERIENCE**Financial Consultancy Services • Saudi Arabia & Qatar****Nov 2020 to Present****Clients:**

- Business BOX Consulting – Doha, Qatar (March 2021 – Present)**
- Al Saedan Investment Company – Riyadh, Saudi Arabia (Nov 2020 – July 2021)**
 - A key member in a Qatari company project; successfully managed to set the operational, HR, procurement, and finance policies and procedures in addition to attaining high client satisfaction. (Business Box Consulting)
 - Managed to attain a return back of SAR 450K in cash and income which represented VAT for the period 2018-2020. (Al Saedan Investment Company)
 - Successfully replaced IFRS and applied IAS 40 which resulted in converting the net loss of SAR -10M to a net profit of SAR 500K. (Al Saedan Investment Company)
 - Effectively restructured the Finance Department and set the overall financial, procurement, and HR policies for the company. (Al Saedan Investment Company)

Ecadema and Excel for Finance • Amman, Jordan**July 2019 to Present****ACCOUNTING & FINANCE MENTOR/TRAINER**

Ecadema is a Qatari online training platform established in 2020, providing live training courses and workshops. Excel for Finance is a virtual training platform established by me in 2019, providing live training courses and workshops in accounting and finance.

- Engaged in various training programs such as budgeting and forecasting techniques, advanced financial models, and preparation of advanced financial reports and dashboards using Excel.

Jordan Oil Terminals Company (JOTC) • Amman, Jordan**April 2017 to April 2019****FINANCE DIRECTOR**

The Jordan Oil Terminals Company (JOTC) is the first independent open-access storage provider in Jordan offering world-class storage, handling, transportation, aviation fueling and bunkering services for local and regional clients in the petroleum industry. JOTC offers an integrated set of oil storage and logistics services across Jordan. The volume of assets is over \$250 million, and it has a partnership with an international Operations & Maintenance (O&M) company to manage and operate JOTC's terminals. (www.jotc.com.jo)

Key Responsibilities:

- Set the financial strategic objectives and tactical objectives that will achieve the company's mission.
- Led financial budget, forecasting, consolidated financial statements, and reporting in addition to assessing budget plans, presenting costs to forecast trends and recommending modifications. Reported to General Manager
- Monitored financial performance, conducted KPI analysis, evaluated the financial position and recommended financial developments.
- Financially managed the construction of company terminals with an amount of \$250 million.
- Developed trends and projections and conducted reviews and evaluations for cost-reduction opportunities.
- Ensured compliance of financial policies and accounting procedures with local and governmental regulations.
- Interviewed, recruited, trained, and managed 6 employees, and implemented mentoring program to promote positive feedback and engagement.
- Identified and resolved strategic and tactical issues impacting sales management and business operations.
- Liaised with auditors to ensure appropriate monitoring of company finances is maintained.
- Coordinated with international consultants and international O&M operator in the financial issues.
- Prepared Request for Proposals (RFP) for insurance for oil terminals, audit services, O&M operator etc...
- Oversaw the implementation of ERP system (JD Edwards) in the terminals and headquarters, in addition to integration process between the international O&M' ERP and JOTC ERP.

Saudi Vetonit Company – SAVETO Group • Riyadh, Saudi Arabia**June 2013 to March 2017****BUDGET & REPORTING MANGER**

In 1981, Saudi VETONIT Co. Ltd. (SAVETO) was established as a Saudi European JV, in partnership with the leading manufacturers of building finishing materials and specialty chemicals in northern Europe. In 1991, Rashed Al Rashed Group assumed full ownership of SAVETO, becoming the first Saudi Company to offer a full range of advanced construction chemicals and building materials to the Middle East and North Africa markets (MENA region) under SAVETO & VETONIT brands. (www.saveto.com)

Key Responsibilities:

- Supervised the preparation of the annual budget for the group for various countries through visits to the UAE, Egypt, and Jordan, in addition to the retail shops in other countries such as Saudi Arabia.
- Prepared monthly consolidated financial statements for the group. Reporting to CFO.
- Reviewed budget to actual reports on a monthly basis and identified any areas of concern by developing and conducting KPI analysis.
- Advised Directors on general budget performance and notifying them on special circumstances or concerns.
- Conducted research to prepare forecasts of future financial/business conditions using multiple scenarios.
- Conducted cost-benefit analysis as required to assist in making management decisions regarding benefits of current and proposed program proposals, capital budgets, etc...

- Built PowerPoint presentations summarizing analyses results and presented the results to top management
- Reviewed evaluated and recommended different types of investments based on risk and return analysis especially for subsidiaries in UAE, Egypt and Jordan.
- Produced business performance reporting packages and recommended budgetary changes to increase company profits.

PREVIOUS ASSIGNMENTS

Zahran for Operations and Maintenance-Zahran Group • Riyadh, Saudi Arabia
SENIOR ACCOUNTING MANGER

Sep 2009 to May 2012

Pinj for Medical Technology • Riyadh, Saudi Arabia
CHIEF ACCOUNTANT

June 2007 to March 2009

EDUCATIONAL CREDENTIALS

- Financial Modelling and Valuation Analyst (FMVA), Corporate Finance Institute, Canada, – Certificate No.: 13070022, 2019
- Certified Public Accountant (CPA), American Institute of CPAs, Montana, USA - License No.: PAC-CPAP-LIC-032679, 2016
- Certified Management Accountant (CMA), Institute of Management Accountant (IMA), USA – Certificate No.: 30262, 2008
- Master's Degree in Accounting and Finance, The Hashemite University, Zarqa, Jordan, 2005
- Bachelor's Degree in Finance Economy, The Hashemite University, Zarqa, Jordan, 2003

TRAINING COURSES

Training Courses – Corporate Finance Institute (CFI), Canada, 2019

- Corporate and Business Strategy – Cert. No.: 13129318
- Advanced Excel Formula Course – Cert. No.: 13044861
- Advanced Financial Modelling and Valuation Course – Cert. No.: 13038050
- Budgeting and Forecasting Course – Cert. No.: 13005785
- Business Valuation Course – Cert. No.: 12994494
- Dashboards and Data Visualization Course – Cert. No.: 13024749
- Financial Analysis Fundamentals Course – Cert. No.: 12988680
- Financial Modelling Course – Cert. No.: 12991668
- FP&A Monthly Cash Flows Forecasting Course – Cert. No.: 13009479
- Leveraged Buyout (LBO) Modelling Course – Cert. No.: 13070011
- PowerPoint and Pitch-books Course – Cert. No.: 13034044
- Real Estate Financial Modelling Course – Cert. No.: 13059677
- Sensitivity Analysis Course – Cert. No.: 13013369
- Mergers and Acquisitions Financial Modelling Course – Cert. No.: 13087100

LANGUAGES

- Arabic: Mother Tongue
- English: Proficient

PERSONAL DOSSIER

- Date of Birth: June 8th, 1980
- Marital Status: Married
- Gender: Male
- Nationality: Jordanian