
FINANCE DIRECTOR | CHIEF FINANCIAL OFFICER

Experienced CFO with proven record of establishing cross-functional partnerships to deliver maximum results. Agile, global strategic leader driving operations within marketing, sales, analytics and business development areas. Extensive experience of financial management and turnaround & transformation, delivering financial plans, including performance measurement & management, strategic cost management and next generation finance technology.

- *Global Strategic Financial Planning & Analysis*
- *P&L Ownership & Management*
- *Planning, Budgeting & Forecasting*
- *Organizational Transformation & Turnaround*
- *Develop & Implement Finance Vision & Strategy*
- *Talent Selection, Development & Retention*
- *Operating Model & Organization Structure*
- *Advise & Collaborate With C-Suite*

QA CHARTERED ACCOUNTANTS | UAE

2012 - Present

Managing Director (10/2012-present)

Quantum Al Badi Chartered Accountants (QA) is a global chartered accountant and consulting firm based in the Gulf Region. Quantum Al Badi have continued to expand its network while providing high valued-added financial and consulting services that assist its clients in expanding their business operations on a global basis.

Key Achievements:

- ✓ Developed Finance strategies and plans to enhance the firm's operational efficiency and position it for future growth
- ✓ Challenged partner group, and nudged them to action when appropriate to improve performance and margins
- ✓ Looked for opportunities to add growth to the firm through acquisition of high-level people and/or other firms
- ✓ Optimized billing and increased operational efficiency with a net impact of savings of 28%
- ✓ Reviewed and shaped the firm models for Finance and/or other functions.

KPMG | UAE

2010 - 2012

Partner

KPMG is a global network of professional firms providing Audit, Tax and Advisory services and industry insight to help organizations negotiate risks and perform in the dynamic and challenging environments in which they do business. KPMG have 145,000 outstanding professionals working together to deliver value in 153 countries worldwide.

Key Achievements:

- ✓ Developed and maintained contact with C-level clients
- ✓ Refined and optimized the CFO's ability to organize and analyze financial, operational and external information to create substantial shareholder value
- ✓ Helped clients improve their ability to drive business outcomes through digital planning, reporting, and analytics.
- ✓ Contributed to Thought Leadership and leveraged the skills of other Strategists throughout the practice (Business Strategy, M&A, Technology Strategy and others) to enable cohesive delivery of strategic solutions.
- ✓ Led successful effort to re-engineer the working of the UAE practice including revenues, costs, product mix, philosophy, and methodology were addressed
- ✓ Developed, coordinated and participated in the strategic planning efforts of the executive team.
- ✓ Implemented new billing procedures which identified 12% in annual cost savings and revenue opportunities.
- ✓ Designed and implemented a new billing review process to ensure efficiency and accuracy.

Chief Financial Advisor

The General Directorate of Abu Dhabi Police is responsible for ensuring safety and security in the Emirate of Abu Dhabi. Being one of the Abu Dhabi Government entities; it contributes heavily to achieving the government strategy and policy agenda through its vision to become one of the most effective and efficient police forces in the world.

Key Achievements:

- ✓ Created corporate governance policy for Abu Dhabi police which established common operating metrics for all directorates that led to improved accountability for operations.
- ✓ Revised the annual budgeting process to focus on risk analysis and stakeholder value concepts
- ✓ Developed, coordinated and participated in the first strategic planning efforts of the executive team.
- ✓ Restructured and simplified the internal and external reporting processes.
- ✓ Developed the first environmental management program for Abu Dhabi police.
- ✓ Created an educational program that explained the police key stakeholder value drivers and how each directorate could contribute to the value-creation process.

Group Chief Financial Officer

AI Qudra Holding Investment Company is private joint stock company and a leading strategic investor based in Abu Dhabi. The company provides integrated solutions in real estate, infrastructure development, utilities production and distributions, industrial production and agriculture.

Key Achievements:

- ✓ Created strategies and blueprints that define the finance operating model, process automation plan, and analytic insights engine supporting the broader organization's future vision.
- ✓ Created functional and cost category benchmarks, process definitions and use of Enterprise Value Targeting tools.
- ✓ Reviewed and shapes organization models for Finance and/or other functions
- ✓ Achieved significant cost savings by driving all financing, investor relations, treasury and acquisition efforts and eliminating redundant positions.
- ✓ Completed a multi-million-dollar IPO project including listing at Abu Dhabi Stock Exchange.
- ✓ Established the accounting and control procedures for the holding company and all sectors within
- ✓ Directed the treasury functions and served as a key member of the executive team that drove up revenue 18 percent in two years.
- ✓ Developed all sectors procurement function for all operating business units in two countries, realizing a cost savings of approximately AED500,000 per year.
- ✓ Led the implementation team in the introduction of a new MIS system, which was accomplished ahead of schedule and under budget.
- ✓ Participated as the Finance and HR team leader of a successful multi-million-dollar acquisition of a rival company
- ✓ Restructured underperforming operational business unit, achieving cost savings of AED 2 million per annum
- ✓ Restructured and simplified the internal and external reporting processes.

Director

Ernst & Young is one of the Big Four Financial Services firms that provides accounting, auditing, tax consultancy and business advisory to its clients worldwide.

Key Achievements:

- ✓ Worked closely with executive management team to grow top line revenues through new customer acquisition and increased account penetration.
- ✓ Re-established Ernst & Young offices in Iraq.
- ✓ Developed and implemented cost-cutting program.
- ✓ Developed new key financial service lines posting revenue across the practice.
- ✓ Led effort in attracting and developing finance talent in support of the practices, effectively increasing staff from 10 to 37.
- ✓ Key leader of Operation Excellence in the Gulf Region
- ✓ Championed the development and implementation of a Balanced Scorecard business performance reporting tool to evaluate monthly results against key success measures.

NATIONAL HEALTH SERVICE (NHS) | UNITED KINGDOM (UK)

1992 - 2004

Finance Director

Since its launch in 1948, the NHS has grown to become the world's largest publicly funded health service. It is also one of the most efficient, most egalitarian and most comprehensive.

Key Achievements:

- ✓ Developed financial data/tools to provide accurate information to the CEO, the organization's board of directors and the senior management team.
- ✓ Planned, directed, organized and synchronized the financial functions of the organization by applying financial/accounting principles.
- ✓ Evaluated the organization's fiscal performance and advised on the long-term planning.
- ✓ Took a key role as a strategic planner at the organization's short and long-term planning sessions.
- ✓ Analyzed financial reports, cash flow and budget to assist senior management executives in enhancing performance.
- ✓ Implemented operational risk management program across all financial and operational functions.
- ✓ Developed and implemented cost-cutting program.
- ✓ Reorganized accounting processes to produce accurate financial statements on a timely basis.
- ✓ Strengthened financial, HR and IT functions during period of 20% growth in physicians and practices.
- ✓ Negotiated significant managed care contract increases (up to 18%) and maximized payment for quality incentives.
- ✓ Took actions to financially protect employed physicians and maintain loyalty when out of contract with largest commercial payer.
- ✓ Advised individual physicians, physician governance group and network board of directors.

PWC | UNITED KINGDOM (UK)

1987 - 1992

Senior Accountant

PricewaterhouseCoopers (PWC) is one the UK's leading professional services firm with more than 16,000 partners and staff in offices around the UK.

Key Responsibilities:

- ✓ Prepared financial accounts, carried out internal and external auditing assignments.
- ✓ Trained in all aspects of accountancy practice including sole traders, professional partnerships, and private and public companies.
- ✓ Designed and implemented a new billing review process to ensure efficiency and accuracy
- ✓ Managed all day-to-day banking, treasury, and operating cash flow activities for the practice financial planning.

EDUCATION

PhD of Science in Public Sector Finance
London South Bank University - London – United Kingdom

Master of Science (MSc) in Public Sector Finance
London South Bank University - London – United Kingdom

BSc Honours Degree in Mathematics, Statistics and Computing
Teesside University – United Kingdom

Certificate in Management and Business Administration
Teesside University – United Kingdom

The Association of Chartered Certified Accountants (ACCA)
London – United Kingdom

Fellow Member of Certified Public Account (FCPA)
London – United Kingdom

Certified Internal Auditor (CIA)
Canada

Postgraduate Professional Diploma in Internal Audit
Canada

Certified Forensic Accountant & Fraud Examiner
Canada

PROFESSIONAL DEVELOPMENT

- Team Building Courses, Universal Communications
- Succeeding in Negotiations, Universal Communications
- U.K. tax seminars, domestic and international, E and Y
- Trained in IFRS & GAAP.

COMPUTER PROFICIENCY

- Oracle, SAP
- Microsoft Suite and Outlook
- Lotus Notes and Lotus 1-2-3
- Internet savvy

SPECIAL INTEREST & ACTIVITIES

- Member, Success Institute Financial Executives Committee
- Held directorships in numerous companies
- Taught finance, management, and business turnaround at UK & UAE universities
- Volunteer Trustee at many UK & UAE charities

LANGUAGES

Arabic & English