HATIM, CMA, MBA

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Financial Controller

Career Summary

A senior level executive with extensive experience of more than twenty years in UAE, in strategic and short term planning and execution. Financial management, Managerial accounting, Corporate governance, Marketing

Professional Experience

Financial Controller Atra Trading Co.LLC

August 2006 - present (11 years 4 months) UAE

Atra Trading LLC Co. operates as a Holding and Head Office for a group of companies, based in Abu Dhabi-UAE. It's subsidiaries companies excels in Contracting, Real Estate, Healthcare services, Education services, Trading, Business services, and other fields of business

Contribution

Conducting with the direct supervision of the CEO who was appointed at the same period a complete overhauling and restructuring of the Group after a vast in-depth investigations of the financial and operational aspects We began by discontinuing operating at loss units and sister companies then we applied process reengineering for the continuing businesses, we formulated a five years strategic plan with long and short terms objectives, a zero-based budget started with for the year 2007 including OPEX.CAPEX and STRATEX. The Group portfolio discussed and agreed upon composed of real estate, education and health services, general trading, company representation, shares, fixed deposits, etc. We emphasis on differentiation and focusing. We utilized the owner cash reserves with minor debt financing to actualize our objectives. We able to increase the returns throughout the years and now it reached over 20 million per annum.

Achievements and Duties

Fully restructured the finance team, filled the gaps and empowered certain positions Reviewed the system functionality and relocated the work and tasks between the team and continuously educated the team with managerial and soft skills.

Reviewed and updated the policies and procedures, changed the work concept from no­communication and no-coordination to communication and coordination comes first. Demonstrating the process of the annual business plan, monitoring its execution, tracing variances, advice on discrepancies for future improvements

Planning, directing, organizing, and synchronizing the financial functions of the Group by applying financial/accounting principles



* Establishing and conducting comprehensive financial reporting and controlling systems for Group operations and using financial know-how systems and developing related performance KPIs and financial ratios for the business and the department.
* Verifying all transactions for compliance with the Group's financial policies and procedure, managing and controlling the general ledger and trial balance.
* Preparing and documenting the quarterly profit-loss statements and monthly management reports and dashboards for the top management.

o Monitoring the cash flow of the Group and ensuring the smooth flow of finances.

o Supervising and guiding the accounts operation and ensuring the timely and accurate maintenance of accounts.

* Analyzing financial reports, cash flow, and working capital, to enhance performance.
* Evaluating the Group fiscal performance and advising on the long term planning

a Coordinating proper and timely fulfillment of various audits.

* Reviewing the internal control systems, recommending areas for improvement at the financial and operational levels, and ensuring that the accounting policies and procedures do comply with applicable laws and regulations.
* Examining and reviewing financial and statistical records and files of the company to ensure their validity and compliance with the financial rules and instructions as well as accounting regulations.
* Examining and analyzing the final accounts of the Group to ensure their compliance.

« Following on investment accounting transactions and closing as per IAS 39 and 32 and as well as IFRS 7, 9 and 13.

Financial Manager

Al Fandi Al Mazroui Int'l Property Travel & Tourism,

April 1997 - July 2006 (9 years 4 months), UAE **Contribution**

Drawing under the direct supervision of the CEO in cooperation with the sales personnel the marketing strategy of the company, and the yearly business plan , we defined our marketing niche and determined our corporate partners and major customers we customized a marketing mix to establish long term relationship. This reflected in continuous growth in our returns.

Achievements and duties

* Played a major role in developing, monitoring, and evaluating the Group financial accounting function with emphasis on the bottom line performance, delivering enhanced services at reduced costs, and provided useful financial insights to help make better decisions
* Defined, developed, and implemented robust financial controls, policies and procedures resulted in cost run-rate reduction of 10%
* Conducted annual budget preparation, controlling, and reporting
* Conducted financial and operational due diligence for different businesses in the region
* Conducted five years projections for the Group with other business units
* Managed internal and external audit (big4) requirements
* Conducted monthly and quarterly cash budget, management and reconciliation
* Supervised the yearend and quarterly accounting consolidation, and subsidiaries follow- up
* Prepared and reviewed related financial and management accounting policies and Procedures
* Provided the top management with periodic and ad hoc reports for decision making.
* Cooperated with external auditors in performing the year end audits.

® Served as audit committee member for certain subsidiaries

analysis.

General Accountant Abu Dhabi Tyres Company,

June 1996 - March 1997 (10 months), UAE **Contribution**

Conducted with the direct supervision of the CFO a market survey on tyres industry based on that a marketing plan was formulated to improve the sales of our two brands Firestone and Sumitomo and adopting a 4ps marketing mix approach that led to increase the revenues by 20% that year.

Achievements and duties

* Handled all accounting including AP,AR, fixed assets, credit, GL, payroll, loans; responsible for cash flow

® Prepared banking reconciliation of portfolios and investment funds,

o Participated in the preparation of the annual budget and forecasts.

* Prepared monthly closing entries and yearly financial reports.

Finance Inspector Farmer's Commercial Bank,

January 1993- December 1993 (12 months), Sudan **Selected Contributions**

* Developed and oversaw the investment strategy and its implementation.
* Managed the funds to maximize investment returns given predetermined risk

levels.

* Performed industry analysis and financial analysis of investments.
* Investment Department staff supervision.
* Negotiated contracts and terms, price, structure of potential investments, prepared letters of intent, maintained contract with sellers and, risk management throughout

each transaction.

* estimated credit-worthiness, calculated repayment risk and undertook full revision of the provided feasibility study and projected cash flow.
* Completed loans by monitoring collection, verification and preparation of loan documentation, scheduling and completing loan closing.

Senior Livestock Marketing Officer

The Livestock and Meat Marketing Corporation, LMMC,

November 1984 -1992 (08 years) Sudan

Selected Contributions

o Improve pastoralists’ access to livestock and meat markets through the expansion of traditional markets for lives animal sales (including exports).

* Enabling the existing livestock groups to access marketing & management services on an individual and collective basis in order for them to increase their income & be able to sustainably finance services provision via the facilitation of LMMC in the long term.
* Undertake training needs assessment in the area of marketing, quality control, contract handling, collective marketing, organizational development, day to day and financial management of livestock groups.
* Undertake participatory market research with livestock groups on buyers & supply livestock and by products, amongst

Professional Certificate Certified Management Accountant, CMA (USA) January 2017

Education & Qualifications

« University of Khartoum, 1993 Master in Business Administration, Major in Marketing

* University of Khartoum, 1984 Bachelor’s (Honours) in Business Administration