**Career Summary & Skills**

Commercial focus, Strategic thinker, hands on and IT oriented financial professional, Capable of serving as a catalyst for value creation, maximizing shareholder returns and achieving sustainable growth. Enjoy more than 25 years of experience in the following streams: financial management, corporate finance and investment management. I have also gained substantial change management experience with **DO** style. Capable of analyzing internal operations and identify areas of process enhancement. Excellent banking relationships with sound treasury and trade finance experience. Comprehensive working capital management, cash flow and credit management skills are among many of the skills I mastered.

Have gained a significant expertise in effective planning, control, and budgeting as well as business turnaround & financial restructuring. Sound legal knowledge pretending to contracts and agreement review, structure and negotiation. In addition I offer excellent organizational skills, which have proven to be a critical asset in driving operations excellence during all my associations. These qualities combined with world class education (MBA-UK), dedication and firm work ethic.

**Career History:**

**Business & financial Adviser March 2017 –Current**

**The Business Clinic**

***Advice Company in all matters related to:***

***Financial strategy and value creation,***

***Fund raising and treasury management,***

***Working capital and cash flow management,***

***Business planning and budgeting,***

***Investment due diligence and evaluation,***

***Assets utilization,***

***Financial policy and procedures design,***

***ERP implementation,***

***Company turns around and restructure.***

***Company start up.***

***Tax management.***

***Start Up.***

***Enterprise risk management (ERM)***

**CFO - 2014 –Feb 2107**

**CFO / CEO of Iceland water park**

**RAK Investment Authority (RAKIA) –UAE**

RAKIA is the one of the main investment and business promoter of the Government of Ras Al Khimah as well as it also play a vital role in attracting foreign direct investment (FDI) to the emirates through its industrial park and free zone facility.

***Scope:***

* + In charge of all RAKIA financial affairs as well as playing a vibrant strategic & commercial role. Lead the transformation and restructure exercise through an active business planning and budget process. Also to stream line the financial management process as per international standard (IAS). One of my major tasks is to restructure Rakia AED Millions debt as well as conclude the demerger exercise of $ billion of assets. Act as financial advisor to BOD and Rakia subsidiaries.(8 subsidiaries)

***Accomplishment:***

* Introduced the first 5+2 business planning and financial forecast.
* Effective cash flow management with more focus on free cash flow or EBITDA.
* Restructure Rakia debt of AED 000 millions.
* Reducing finance cost by 50 %.
* Head and establish Rakia credit Dept and policy and improve collection by 25%.
* An active member in all Rakia committees e.g. investment, procurement, HR, revenue, etc.
* Concluded a demerger and divestment of assets AED billions.
* Fraud due diligence and retained back an assets worth AED hundreds million.
* Introducing a zoning theme to the master planning process where infrastructure fund has been optimized e.g. Land bank and inventory has been increased by 25-30 % without additional Capex.
* Converting utilized low income of 4 building of staff housing to commercial offices where AED 80 Million of revenue has been generated and Capex of AED 200 million has been reduced
* Have managed Iceland water park operation and finance activities and achieved a break even with 28 mm sales , paid bank loan and overdue suppliers through a very effective cash flow management process.

**Director of Finance - 2013 till 2014**

**Dubai Customs (DC) –Dubai –UAE**

DC is one of the leading governmental custom bodies in the region with turnover of more than AED 8 Billion and more than 2500 employees and 22 locations.

***Scope:***

Direct and supervise all DC financial functions and affairs. Play a dynamic value creation and revenue growth role. Promote best practice and enhance corporate governance.Business Risk Assessment (BRA**)**

In addition is to convert DC Finance Unit to world class level.

***Accomplishment:***

* Introduced a revenue enchantment program to double the current revenue in 3-5 year plan
* Full re-engineering of tariff calculation , invoicing and collection system .( Revenue enhanced with AED millions)
* Introducing a pre – custom audit concept vs. post- custom audit. To avoid customer manipulation of the BOL value.
* Establish a Boned warehouse project to double the current non –duty revenue (AED Billions )
* Short listed for the first time between in best finance units in Dubai government competition.

**Group CFO and Board of Director - 2012 till 2013**

**Balubaid Group of Company (BGC) – Jeddah-KSA**

BGC is an acme local group with turnover of more than SR 2 Billion. The group has six business segments: Automotive (Ex GM agent), personal finance, F&B, real state, Manufacturing and trading

***Scope:***

The task was to carry out a major commercial, financial and debt restructuring process as well as a business turnaround Redefine and develop the group strategic direction, business alignments and achieve operation efficiency.

Maximize the group assets utilization and create more synergy between its subsidiaries.

* + Re-engineer and enhancing of BGC financial management as per IAS.
  + Provide efficient internal control systems and improve the group corporate governance.
  + Oversee all the company financial affairs e.g. financial reporting, external auditor and banks
  + Act as financial advisor to BOD.

***Accomplishment:***

* Developed the group first 5 years business plan and forecast.
* Set the road map for the group’s IPO.
* Efficient working capital and cash flow management control and introducing **CASH IS KING** concept. (Liquidity has improved by 45%)
* Design and implement the group financial restructuring plan and framework: Sales and revenue increase, cost reduction and asset & liability management .The free cash flow has been doubled. (SR 280 MM)
* Restructured the group debt SR 2 billion from short term to medium and long term loan which eased the pressure on the group liquidity.
* Established a SR 1.5 billion bank facility with local banks e.g. Short, medium as well as non-cash facility.
* Succeeded to reduce finance cost by SR 12 million /year by converting the majority of it’s over draft (SR210 MM) to a revolving short term loan.

**Director of Finance - 2001 till 2011**

**Offsets Program Bureau (OPB) – Abu Dhabi-UAE .**

The group (5 billion U.S turnovers) is set to implement the defense offsets program for UAE, aims at adding value to the UAE economy through the creation of joint venture between UAE business community and international companies or lunching company for public offering. The group activities are a mix of investment, private equity and venture capital nature.

***Scope:***

Developing and executing the organization strategic business plan and budget. Play an active investment management and fund management role. Oversee the Enterprise Risk Management (ERM) activity. Re-engineer and streamline the accounting and financial management process as per IAS. Provide efficient internal control systems. The task is to improve the overall performance and promoting/applying best practices.

***Accomplishment:***

* Design and implement the group financial system and producers
* The finance unit was restructured to act as a shared service center and to support all offset subsidiaries and projects.( more than 8 subsidiaries and 30 projects)
* Implemented the company ERP system (Great Plain) in a time record less than two months.
* Clear more than 8 subsidiaries (SPV) accounting backlog range between 2 and 5 years in less than two years period.
* Register all assets managed on behalf of Abu Dhabi Government(more than $8 billion) and has recommended to establish an new company to act as investment arm for Offset group and AD government **(Currently known as Mubadala)**
* Introducing a complete new business forecast and budgeting process system.
* Being a member of the investment committee setting and developing investment criteria and KPI. Conducting an investment due diligence for potential Private and, public partnership (PPP) through joint venture formation.
* Effective utilization of the group surplus fund through selected financial products and derivatives such as investing in private placement, bonds, commodities, real estate and infrastructure funds, high yield deposit and convertible Sukuk, et**c**
* Concluded the sales stake in Dolphin project to Occidental USA ($ hundreds of millions)
* Collected and secured a $ 8 MM ( @ 8%) unsecured loan by rescheduling a repayment plan and assign the borrower revenue proceed of two big contracts to OBP account through revenue assignment agreement.
* Being a member of the finance committee for Dolphin project.US$ 4 billion including syndication loan, ECA and Islamic lasing finance.
* Business and financial due diligence for target take over company.

**CFO and Board of Director-BMS (seconded by Offset) - 2010 till 2011**

***Accomplishment:***

* Established a AED 500 MM (unfunded) bank facility with local banks e.g. advance payment guarantee, performance bond at a very competitive cost @ .5 % ( $ 3.5 MM $saving on cost of finance)
* Succeeded to established a AED 202 MM working capital bank facility with local banks
* Replacement of the customer (UAE Armed Forces -GHQ) sight LC (US $ 270 MM) to the first local revolving LC with UAE GHQ has resulted 50% saving on LC cost.( $ 3MM)
* Negotiated and concluded all major supplier contracts around $200 Million on open term basis with most competitive prices and payment terms.
* Concluded a comprehensive insurance coverage. (first of its kind in UAE and GCC)

**Finance, Admin & MIS Manager 1992-2001**

**Crown cork & seal Inc –Jebel Ali–Dubai-UAE**

Crown Dubai is a subsidiary of Crown Cork & Seal Inc. U.S.A. (8 billions $ turnover), And CMB (Europe). The company is a manufacturer of two-piece beverage cans, end, PET Perform and Plastic Closures.

***Accomplishment:***

* Developing the company strategy, business plan and budget also the quarterly rolling forecast mechanism.
* Establish $ 25 MM working capital bank facility with local and international banks at a very competitive rate
* Established one of the first financial lease schemes in the region (1995) for Coca-Cola and tied it up with 5 years sale supply agreements. Secure the business for 5 years from the competitors and had made $ 500K capital gain on the lease.
* Concluded a 3 years sales supply contract with Pepsi in return to upgrade their production line.
* Efficient working capital management control through:
* Optimize cash flow by ensuring sound control of customer credit and the prompt invoicing and collection of receivable.
* Have created and headed the company credit committee. (Collection has been improved by 30 %.)
* Manage effectively all disbursement functions, including petty cash, payables and payroll.
* Effective inventory management and provide timely and accurate information to control and minimize any obsolete or slow moving stock & material.
* Developed the company financial, admin, and HR system, policy and producers.

# ***Senior Management Consultant 1990 - 1992***

***KPMG – EGYPT***

***Accomplishment:***

**Since joining KPMG, I have designed and implemented the following systems and tasks:**

1. Personnel and payroll cycle and systems.
2. Financial and accounting cycle & system -Record to Report (R2R).
3. Sales, and logistic control cycle & system- Order to Cash (O2C).
4. Procurement and Store cycle and systems -Source to Pay (S2P).
5. Fixed assets management control system.
6. Budgeting and Forecast module
7. Strategic analysis (SWOT), business due diligence and evaluation,
8. ERP implementation, MIS evaluation and development.
9. Compliance Audit, Business Audit, and Fund Utilization Assessment.
10. Fleet management control system

**Finance Manager 1987 – 1989 – Chief Accountant 1985 - 1987**

**Centre for Administrative and Managerial Development” (C.A.M.D.) – U.S. AID- Egypt.**

# **S. Accountant 1984 – 1985:**

# **American Embassy in Cairo**

# ***Internal Auditor 1983 – 1984:***

# **Misr El - Gidida Co. - Egypt (Public Sector)**

# **Qualification:**

# ***November 1989***

# Master in Business Administration (M.B.A.) Major Accounting &Finance**, Strathclyde University, UK**

# ***May 1981***

# B.Com Major Accounting & Finance, **Zagazig University, Egypt**

# **Personal Details:**

# **Date of Birth :** **10th August 1960**

# **Nationality : Egyptian**

# **Status** **:** **Married**