

ASAD (ACMA, EMBA)

Senior Accounts & Finance Professional

12+ Years UAE Experience including VAT & Corporate Taxation

Pakistan National, Born 12 March 1982, Holding UAE Driving License & Employment Visa



DEDICATED & GROWTH-DRIVEN FINANCE EXECUTIVE

FINANCIAL LEADERSHIP | STRATEGIC PLANNING | FINANCIAL PLANNING & STRATEGY

Detail-oriented, proficient, and performance-driven professional with extensive experience overseeing and managing comprehensive accounting, audit, and financial operations in multiple industries. Proven background in implementing stringent financial controls for efficient business operations. Excellent record of automating accounting and financial processes by leading effective implementation of the ERP system in organizations. Solid expertise in preparing and presenting accurate financial reports, identifying and suggesting process improvements, and supporting management teams in implementing appropriate measures to mitigate financial and accounting risks. As a trusted finance and accounting professional, I offer insightful recommendations that shape critical business strategies. I am passionately dedicated to leveraging my extensive skill set to strengthen the financial infrastructure of the organizations I collaborate with, consistently striving to set new standards in financial stewardship.

AREAS OF EXPERTISE

Financial Reporting | IFRS Compliance | Financial Management | Process Automation & Improvement | Month-End Close | Internal Control | Expense Review | Cost Control | Regulatory Compliance | ERP Implementation | Financial Risk Management | Budgeting & Variance Analysis | Working Capital Management | Financial Fraud Reduction | Strategic Decision-Making Support | Internal and External Audit | Audit Planning and Reporting | Management Reporting | Analytical & Problem Solving Skills | Accounting & Financial Acumen | Taxation | Continuous Learning & Improvement | Strategic Planning | Strong Work Ethics | Written & Verbal Communication | Team Leadership | Presentation Skill

PROFESSIONAL EXPERIENCE

Chief Accountant (Aug 2016 – Present)

Free Zone Company; Dubai, UAE

- Lead the monthly financial closing process to ensure that all the financial data of the company is captured accurately and on a timely basis with proper supporting documentation and reconciliation statements.
- Report the monthly financial statements to the group CFO for board reporting.
- Manage the treasury function and ensure that sufficient funds are always available with the company to meet its ongoing operational needs.
- Efficiently handle the company's trade facilities with various banks and ensure the proper utilization of available credit lines to enhance the business trade.
- Ensure that end of each quarter's VAT returns are lodged to FTA on a timely basis.
- Improved cost control procedures by evaluating and assessing differences between actual operating expenses and budgeted figures.
- Ensure the ERP system is updated on a day-to-day basis by offering requisite assistance to commercial and operations coordinators and group administrator.
- Fostered close relationships between the ECORE group and its business partners based on reliability and trust as well as established close coordination among them to prevent accounting issues from escalating.
- Finalized the audited financial statements for 3 years (2015, 2016 & 2017) in one year while working in close liaison with EY auditors.
- Consistently monitor and maintain the correctness of organizational financial records/reports and deploy effective procedures and financial controls to optimize working capital management across the company.
- Regularly submit accurate and comprehensive financial analysis reports and convey relevant information to the management to enhance the decision-making process.
- Minimized dependency on manual procedures and processes by deploying an efficient ERP system called MSD 365 and implementing robust data extraction controls to maintain the integrity of financial information.

- Proficiently verify and confirm if users are adhering to ERP procedures and system requirements and prepared a detailed workflow for the accounting department.

Senior Accountant (Feb 2014 – Jul 2016)

Leading Telecom Company; Dubai, UAE

- Oversaw and managed accounts receivable functions encompassing franchise business, du e-voucher, retail, wholesale, petrol stations, and van sales.
- Conducted external and internal audits on the receivables of the company.
- Ensured prompt settlement of account receivable transactions to facilitate the management in executing month-end close in an efficient manner.
- Assisted the management team in taking appropriate action on customer credit reviews by forwarding pertinent details to them.
- Substantially decreased manual tasks and procedures by automating van sales operations in their entirety while providing effective leadership support to the accounts receivable team upon selection by the management.
- Facilitated various procedural enhancements by putting forward the greatest number of improvement suggestions/plans for 3 months in a row leading to being selected as nominee for the best team member.
- Streamlined and enhanced the efficiency of wholesale, petrol station, and van sales operations by spearheading the automation of the receivable process of the company.
- Supported seamless workflow and well-coordinated business activities while preparing and presenting effective responses to customers on their questions pertaining to transactions.
- Thoroughly scrutinized credit application documents of new customers followed by entry of their information in ERP.
- Successfully handled payment issues such as customers' absconding and unwillingness to settle their dues while working in close collaboration with the legal department.
- Undertook responsibility for preparing discrepancy reports after conducting physical count of the inventory.
- Entrusted to monitor and maintain compliance of receivables with the 30-day credit policy of the company by evaluating van sales and other aging reports for national business operations.

Internal Audit Executive (Aug 2009 – Feb 2013)

Textile Mills; Lahore, Pakistan

- Effectively served the internal audit department by formulating audit guidelines and instructions in line with the complexity and scope of areas to be assessed.
- Equipped management with knowledge of financial risks and mitigation measures by submitting audit reports outlining audit observations in a comprehensive manner.
- Gathered comments of senior personnel and heads of departments on individual audit observations by conducting meetings with them and closely monitored management responses to audit outputs and pertinent suggestions.
- Ensured seamless business operations at all retail outlets in various cities of the country by deploying robust internal control procedures while witnessing the growth of business from 3 outlets to 50.
- Efficiently collected feedback, suggestions, and risk insights from area managers by communicating audit results to them through comprehensive internal audit reports as representative of the internal audit department.
- Relayed accurate quantity and value of each stock item to the management via stock valuation reports after physically counting the inventory at different branches and warehouse.
- Periodically performed detailed assessments of cash transactions by conducting surprise visits to branches of the company.
- Significantly curtailed incidents of fraud and eliminated associated drivers by effectively contributing to the success of special audits.

PROFESSIONAL QUALIFICATIONS

- Executive MBA
SP Jain School of Global Management – Dubai, UAE
- Chartered Management Accountant
Institute of Cost & Management Accountants of Pakistan

OTHER PROFESSIONAL CERTIFICATIONS

- IFRS, Taxation, ERP (SAP, Oracle & MSD 365), Power BI, Advanced Excel

PROFESSIONAL AFFILIATIONS

- Member of ICMAP, SP Jain Toastmasters Club