**Progressive executive leader, financial strategist, operational and compliance enforcer, and trusted manager with dedicated career progression, leading and advising in complex and fluid business situations, to enable optimizing people and financial resources to maximize returns for stakeholders.**

## FINANCIAL, OPERATIONAL MANAGEMENT, ANALYSIS, PLANNING & EXECUTIVE LEADERSHIP INCLUDE:

* Achieved annual **Operational Profit growth of USD 5 Million** though 3rd party manufacturing in UAE for a major aluminum foil brand by directly managing the operations.
* Instrumental in achievement of sales **CAGR of 10.97% over the period of 11 years** for FMCG portfolio through enhanced financial strategies and arrangement of funding from government and financial institutions.
* Generated **free cash flow of USD 10 Million** by implementing improved analysis of receivable strategies and better payment terms with customers and suppliers.
* Mobilized **USD 20 Million internally and secured USD 6 million funding** for a 4-star hotel property construction and development in Tanzania.
* Generated **AED 2 Million savings** through improved controls which reduced wastage and increased productivity in Manufacturing and Packaging operations.
* Achieved significant measurable savings through efficient VAT management, forecasting and accounting for the operations in Tanzania.

## LEADERSHIP HISTORY & PERFORMANCE

## Deputy CFO (12/2015 – 03/2017)

**Al Maya Group, Dubai, UAE**

**Company Industry:** FMCG / Manufacturing / Retail

*Based in corporate head office and reporting to group Chairman and CEO, was engaged to identify areas of restructure and development, develop and direct strategies to utilize resources efficiently for future growth and achieve cost savings.*

* Achieved measurable savings though re-engineering the departmental functions to improve efficiency and establish cost control in FMCG Distribution and Supermarkets.
* Developed strategies by focusing on performing brands and eliminating non-contributing brands of FMCG Distribution business.
* Established Internal Controls, streamlined and enforced business policies and procedures to ensure compliance.
* Developed and implemented job and process costing for the packaging and manufacturing divisions, applied ergonomics in manufacturing processes.
* Implemented strategies to maximize returns for financial investments.

## Group Finance Director (4/2004 – 9/2015)

**Global Export Marketing Company, USA / Zams International FZCo, Dubai, UAE**

**Company Industry:** FMCG / Manufacturing / Hospitality

*Engaged in marketing and distribution FMCG products of brand* ***‘American Garden’*** *and 20 other major brands, manufacturing of aluminum foils for brand* ***‘Diamond’****, 4 star hotel property of brand* ***‘Ramada’*** *by Wyndham Hotels Group (WHG).*

* Developed financial strategy that increased ROI in the FMCG portfolio, by supporting researched market penetration strategies.
* Defined metrics, analyzed, tracked and articulated performance of product categories to eliminate underperforming lines and facilitated growth of performing lines.
* Provided value chain insights, converted insights into specific action items and initiatives.
* Devised strategic business solutions for prudent use and optimization of resources for investments, new operations, asset acquisition and new service launches along with budgeting and tracking of ATL and BTL budgets for the whole business portfolio.
* Instrumental in negotiating to manufacture, under 5-year license, a leading international brand of aluminum foil consumer product in UAE through a 3rd party manufacturer.
* Facilitated with Horwath Consultants to develop Business plans and financial projections for a 141 key, 4-star hotel property in Tanzania and mobilized funding.
* Managed hotel construction contracts, pre-opening budgets, supervised departmental wise budgets and monthly management accounts.
* Facilitated development through cost management, risk management, cash flow, financial controls and implemented Corporate Governance structures and Regulatory Compliance measures.
* Restructured VAT planning, forecasting, accounting, compliance and reporting.
* Managed external financial relationships and negotiated working capital credit line with leading commercial banks in USA, guaranteed by United States EXIM Bank.
* Supervised reporting in accordance with GAAP and IFRS accounting standards.
* Launched Oracle EBS implementation and provided guidance to develop IT solutions for reporting.

## Finance Manager (6/1999 – 3/2004)

**Peripherals Gulf Limited, Dubai, UAE**

**Company Industry:** Distribution of IT / Consumer products

Selected to lead and manage the Finance and Operations team. The company was a leading distributor for leading companies such as Intel, HP, Samsung, Epson, 3Com etc. for Middle East and CIS countries.

* Led a strong team of accounts and operations team including the IT service centres.
* Supervised financial management, operations in free zone and non free zone areas and provided support to top management on business analysis and reporting.
* Supported in negotiating with commercial banks for lines of credit.
* Transformed business processes resulting in improved Working Capital Turnover Management and Control.
* Led as Project Manager to migrate from ACCPAC to ERP J.D. Edwards One World XE.

**SAP FI/CO Consultant** (8/1998 – 6/1999)

**Pentafour Software and Exports Limited, Chennai, India**

* Played a pivotal role in 2 implementations of SAP R/3 release 3.1H for the modules FI and CO.
* Spearheaded the entire migration process/ resources and user credentials to the new processes.
* Adhered to established technology standards and processes, identified areas of improvement.

## Assistant Finance Manager – Senior Accountant (12/1993 – 6/1998)

## Al Wazzan Group, Kuwait

## Joined as Senior Accountant and moved up the ladder by managing multiple functions.

## Aided in preparation of monthly and statutory financial statements, accompanying schedules, worksheets and narratives.

## Gained experience in construction, real estate and retail operations through multiple assignments.

## EDUCATIONAL BACKGROUND

## Certified Public Accountant (CPA), American Institute of Certified Public Accountants(AICPA), USA.

## Master of Business Administration (MBA) - Finance at Bharathidasan University, Trichy, India.

## Bachelor's degree, Bachelor of Commerce (B.Com) at St. Joseph's College, Trichy, India.

## SKILLS

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| --- | --- |
| Business AnalysisBudget Management, ControlVAT management and ControlContractual, Credit negotiationsRisk AssessmentFeasibility Studies | Financial ManagementP&L ownership, managementInternal ControlsGAAP, IFRSProfit Generation, Maximizing ROISystem Analysis & Restructuring |