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Personal Profile

Financial Planning and Analysis lead; adding shareholder value, improving capital structure and business growth by uncovering financial and operational performance trends, devising corrective actions, reducing capital expenditures. More than 3 years working experience in areas of Internal Control, Compliance and Pre Audits and over 6 years of working in Operational Finance and Distribution networks. Worked with market titans such as Coca-Cola, Tetra Pak, Alokozay International and Al-Tuwairqi Holding.

Employment History

- **Karachi University Business School (June 2015 - till date)**

Visiting Faculty:

Corporate performance and Planning, Corporate Finance, Security Valuations, Portfolio Management
Management Accounting, Financial Accounting

- **KASB Institute of Technology (Jan 2015 - till date)**

Visiting Faculty (Weekend) - MBA:

Portfolio Management, Investment Banking, Financial Derivatives, Financial Accounting, Alternate Investments, Introduction to Business Finance

- **CAMS College.**

CIMA - C3 - Business Math's, P2 - Advance Performance Management, F1 - Financial Operations

- **Tuwairqi Steel Mills Ltd. (Feb 2012 - June 2015)**

A state of the art project based on MIDREX USA and KOBE Steel (Japan) of Al Tuwairqi Holding (ATH), the largest private sector steel producer of KSA and POSCO (Korea), World third largest Steel producer

Deputy Manager, Internal Control and Compliance Department

- Produce management accounting reports, highlighting issues and identifying potential solutions.
- ISO 9001:2008 implementation and compliance within organization. Conducting Internal Quality Audits as DMR. Preparing necessary, reports, formats and SOPs for quality audit purposes.
- As part of management team, successfully completed SIDC Football Project three months ahead of time and \$250,000 under budget.
- Led a team of three IT analysts in the analysis of firm's software implementation costs. Made recommendations to Senior management, that ultimately led to a cost savings of \$55,000.
- Actively engaged in company pre audits; audits included substantive testing of fixed assets, accounts payable & receivable and other major expense categories which in some cases led to savings up to \$ 300,000 in expenses.
- Ensure organization wide compliance with internal (audit methodology and risk management approached) and external (regulatory) requirements of all the projects under progress which led to saving of 17% on utilities indefinitely.
- Critical review and consolidation of overheads, perform job costing where required, and ensure the costs are closely monitored in relation to budgets.
- Involved in Development, initiation, maintenance, and revision of SOPs and procedures for the operations and its related activities to prevent illegal, unethical, or improper conduct. No material weaknesses noted by External auditors during the period.
- Preparation of Departmental budgets. Active engagement with senior management to gain strategic understanding of the business.
- Increased customer satisfaction by 25% through effectively training 5 departmental employees over 2 year.

- **Live Person (New York, USA)**

Expert writer, (Jan 2011- Dec 2011).

- Formulated workings on “Tariff Schedule” for California State University, Los Angeles.
- Detailed article on “Facilities management” for IAM
- Detailed financial analysis and report on Premier foods and Nestle foods.

- **A&S Associates**

Junior Facilities Manager Sept 2009- Oct 2010

- Involved in preparing documents to issue tenders for contractors.
- Consolidated four offices into one location, resulting in greater efficiency, streamlined operations and savings of over Rs 500K in payroll alone.
- Management of subcontractors for both hard and soft services.
- Planning for future development in line with strategic business objectives. Outline and ensure compliance with HSE procedures.
- Planning best allocation and utilization of space and resources for new buildings, or re-organizing current premises.
- Build and sustain relationships with the client and key decision makers.
- Managing annual budgets, profit and loss account preparations.

- **A.F.Ferguson & Co. (Price Waterhouse Coopers) (JAN 2009-AUG 2009).**

Worked as Auditor at A. F. Ferguson & Co., Chartered Accountants.

Project: Sapphire Electric Company Limited, 212 MW Power Plant by Sapphire Fibers

- Capital Work-in-Progress, Translation of Foreign Currency Operations, Administrative Expenses.

- **I Marketing Network**

Shakarganj Foods, Coca Cola Pakistan, Pepsi Co, Alokozay Tea, Tetra Pack, Niralla Foods, Shezan Foods, (Jan 2003- July 2009)

- As Distribution Sales Manager, developed aggressive marketing campaigns and channel marketing programs increasing revenue from Rs 50 M to 120 M over 4 years time.
- To enhance existing market position in an effort to achieve growth objectives.
- Utilized extensive knowledge and skill of transportation logistics to significantly improve efficiency of deliveries by 35%, effectiveness of manpower by 25%, and accuracy to 95%.
- Planned and launched distribution in 2,000 retail stores in less than 60 days.
- Forecast inventory requirements, assessed risks, and purchased materials for a Rs 100M profit center, significantly reducing transportation costs, carrying costs, capital investment in inventory, and inventory management cost.
- Opened door to new market vertical, leading to more than Rs 20M in new business.
- Direction of the distribution sales and product/market related initiatives
- Ensure the necessary control and financial risk management mechanisms are in place.
- Slashed customer cancellations to 35%.
- Reduced day's sale outstanding by 10% by proactive approach and relationship management.
- Ensure timely preparation of the financial statements (Income Statement / Balance Sheet / Cash flow statements) and coordination with external auditors and banks.
- Conducted internal audits of Operation & Management Level.

Education and Qualifications

- CIMA (UK); Top CIMA (Dec 2014), 1st position in Pakistan, 291 Global.
- CGMA (AICPA, CIMA) (2014)
- CFA LEVEL 2 PROGRAMME CANDIDATE

Certifications

- Internal Quality Auditor ISO 9001:2008 – NPO, Pakistan.