

NIAZ SHAZAD

PROFILE

A charismatic, driven and experienced individual, leading through complexity within the business of sport.

With the ability to think strategically, articulating a vision and influencing via effective communication channels, the resulting high performance environments evidence successful commercial leadership culminating in success on and off the field.

A Chartered Accountant (ACCA) with more than thirteen years' experience with involvement in corporate strategy, financial decision making and defining sporting objectives operating within the leisure, retail, and education as well as sporting industries.

Proven track record of adding value to operations building strong connections with MD, CFO, Director of Football and a range of C-suite executives with oversight of football, commercial and operations holistically whilst also engaging extensively with Premier League, UEFA and The FA.

Determined, articulate and seeking to deliver progressive change and build robust foundations for sustained success.

CONTACT



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CAREER HISTORY

CITY FOOTBALL GROUP Feb 2021 – present Head of Finance – MCFC / MCWFC Operations

Current English Premier League, UEFA Champions League, and English FA Cup holders.

Partner to both the MCFC & MCWFC Managing Directors overseeing all Financials, KPI's, Capex, performance assessment, concert & major event pricing, Board presentation reviews and member of the EDI steerco. Additionally, close alignment on MCWFC strategic 5-year outlook, NEWCO impact as well as key part of Football committee, influencing player recruitment, contract negotiations and squad planning. Lead on all FA and UEFA reporting and governance relating to salary caps, cashflow, PGA, development funding, club registration, licensing, and provision of relevant financials. Wider CFG involvement in capital portfolio inc. Manchester Entertainment District & stadium expansion, Etihad Campus as well as partnering CTO, CPO and CCO with global strategies.

HIGHLIGHTS

- Lead on successful bid for Euro 2028 hosting beating Old Trafford as the venue of choice in Manchester.
- Modelled the 21/22 UCL group stage fixture v PSG to be an all-time MCFC commercial CFG record. Subsequently beaten in 22/23 v R. Madrid.
- Key driver of negotiations to take Keira Walsh for a world-record fee to FC Barcelona.
- Delivered a break-even position in MCWFC 22/23, despite missing out on qualification for the UWCL through cost mitigation policies employed.
- Helped deliver the highest grossing Hospitality revenue season at MCFC 22/23. On-track to surpass in 23/24.
- Delivered a £1.4m rebate on Rates dating back to 2017, through analysis and examination in liaison with external consultants.
- Delivered a £1m+ favourable return v budget on concerts summer 21/22.
- Developed and now delegated production of a matchday report circulated amongst C-suite within 48hrs of a Matchday – insight such as yields/occupancy and revenue per fan allow for progressive discussion.

TES Sep 2019 – Jan 2021 UK Finance Business Partner

Global market leader in provision of education services including innovative software, recruitment, training, and teaching resources. Responsible for UK Sales Director and team of General Managers, as well as providing secondary level of support to the International Sales Director, and ad-hoc support to the Senior Management Team.

HIGHLIGHTS

- Delivering budget in a Covid-impacted environment, by identifying and ensuring key insights were communicated & acted upon in good time, protecting margins.
- Growth of market share, specifically in northern territories.

EXPERIENCE

- Lead on presentation of weekly/monthly results, identifying, tracking, and financially appraising the sales pipeline.
 - Regular check-ins with GM's, challenging opportunity conversion as well as those in conversation.
- Leading the UK budget & forecasting processes, providing appropriate challenge, understanding & communication of risks, issues & opportunities, as well as reporting on KPI's to drive revenue growth.
- Supporting the commissions process, identifying key parameters to drive margin growth.
- Improved accuracy and efficiency of reporting through development of robust financial procedures & automating and streamlining processes cooperating with the Group Finance team.

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CAREER HISTORY

RUGBY FOOTBALL UNION Nov 2017 – July 2019 Senior Finance Business Partner

The national governing body for grassroots and elite rugby in England. Promoted into a position to partner the commercial arm of the organisation, delivering strategic objectives, and devising the long-range strategic plan for the Union.

HIGHLIGHTS

- Involved in significant principal partnership commercial deals at Twickenham, including British Airways, Unilever as well as renewal of IBM.
- Implementation of Deal committee process, including advocating across business and implementing with the leadership team.
- Supported multi-million pound redevelopment of state-of-the-art East stand at Twickenham, offering six floors of event space increasing RFU revenue potential.
- Overseeing P&L performance of all Commercial, Digital, Marketing and Comms functions, consulting regularly with HODs and ensuring optimised margins.
- Supported the FP&A lead in formation and maintenance of 5-year / 10-year model, monitoring and understanding the impression of reserves policy.
- Significant involvement in the organisational restructure & subsequent financial impact.

CAPITA Jul 2017 – Sep 2017 Finance Manager

RUGBY FOOTBALL UNION Aug 2014 – Jun 2017 Financial Analyst – Matches & Events

HIGHLIGHTS

- Overseeing a commercially successful World Cup despite England's early exit, with ten matchdays held at Twickenham including the RWC World Cup Final.
- Formulated the financials for the NFL at Twickenham - a record breaking commercial success for the RFU.
- Facilitated the turnaround of an event losing £300k in the year of arrival to one delivering a £700k bottom line profit two seasons later.
- Creation of & delivery of a match & event dashboard circulated amongst the executive management team, as well as inclusion within board pack.

EXPERIENCE

- Single point of contact for all matches & events at Twickenham, focusing on budgeting & forecasting, stadium hire proposals, event settlements, investment games and monthly management accounts.
- In depth review of contracts – broadcasting, NFL, Premiership Rugby etc.
- Face of Finance across several in-house departments across the RFU from events & competitions, venue facilities, stadium as well having touchpoints with legal, commercial & professional.
- Supporting the calculation of strategic KPI's, specifically match & event related, ensuring continual monitoring and challenge where necessary.
- Analyses of the retail operations, hospitality offerings, licensing of various trademarks and brands, and analysis of broadcasting deals, co-managing the exposure to the fluctuations in the GBP: Euro rate.
- Mentoring a junior analyst and supporting with systems and technical knowledge.
- Providing match & events expertise in testing new system implementation.
- Assisting FP&A manager and senior financial analysts with interviewing of new FP&A personnel.

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CAREER HISTORY

VIRGIN ACTIVE May 2013 – Jun 2014
Management Accountant

WILKINSON HARDWARE STORES (Wilko) Nov 2010 – Apr 2013
Accounts Assistant

MOTORWAY DIRECT PLC Aug 2008 – Aug 2009
Finance Assistant, placement year

EDUCATION

PROFESSIONAL FOOTBALL ASSOCIATION (PFA) 2023 – present
Global Football Sport Directorship

PROFESSIONAL FOOTBALL SCOUTS ASSOCIATION (PFSA) 2023 – present
Level 2 Technical Scouting

LINKEDIN LEARNING 2021 - present
Executive Leadership
Executive Influence

KAPLAN 2011 – 2015
Professional Training, ACCA

SHEFFIELD HALLAM UNIVERSITY 2006 – 2010
BA (Hons), Accounting & Information Systems, 2.1

COMMUNITY

- Climbed both Mount Snowdon & Ben Nevis for several Charities raising over £1.5k in Summer 22.
- Serve as Volunteer Treasurer for a Charitable Foundation
- Developed and run a week's work experience for under-privileged/under-represented kids at the club summer 23.
- Supported the formation of the Blue Crescent supporters club, enabling girls, amongst others from minority backgrounds to attend games with their families for the first time.

SKILLS

- Strategy / vision-setting
- Risk / cost management
- Financial planning, budgeting & forecasting
- Financial modelling
- Product development, process improvement, team / stakeholder-management
- Technological proficiency (Microsoft Office, several accountancy software's such as Oracle Cloud, Microsoft Dynamics with JET, Oracle PeopleSoft, QlikView, Salesforce, NetSuite, Anaplan, Business World, Unit4)
- Knowledge and exposure of Stats Perform ProVision, WyScout.