

CURRICULUM VITAE

A strategic, methodical, and commercially astute Business Analysis Consultant with the ability to analyze corporate financial operations in relation to investment proposals, cost and benefit scrutiny, and business development. Achieving results at the highest level, influencing organizational financial decision-making, streamlining business operations, developing growth strategies, and implementing corporate fiscal governance. Advising high-performance teams on streamlining business operations, budgeting, process enhancements, and general business potential analysis to create opportunities for growth and expansion

Expertise:

- Financial Analysis
- Due Diligence
- Business Reviews
- Risk Analysis
- Strategic Planning
- Corporate Financial Planning
- Business Development
- Compliance & Governance
- Performance Review
- Business Case Studies

CAREER EXPERIENCE

stc - Saudi Arabia
May '17 to date

Senior Consultant, Financial Analysis

Oct '18 to date

- Evaluate potential business opportunities with significant financial impact to support senior management decision-making
- Provide critical insight into appraisal of business transactions & plans to determine credible & feasible investment proposals
- Spearhead development & implementation of strategic and operational objectives to enhance financial evaluation processes
- Steer advancement of strategic policies, templates, & procedural administrative arrangements to set operational guidelines
- Transform the evolution & application of new policies, processes, & procedures related to financial planning & budgeting
- Lead the governance risk and compliance activities related to finance to ensure that all activities comply with regulations
- Conduct detailed analysis of new technology & services to evaluate potential interest and relevancy to stc strategic interests
- Guide & mentor multiple cross-functional teams to design & implement innovative projects related to expansion & growth
- Engage with stakeholders at all levels on risk assessment analyses to ensure comprehensive & accurate findings are reported
- Lead the preparation of a new technology project on Augmented Reality by executing due diligence & testing of products to present a business case to management & oversight in shortlisting technology partners for optimum alliance selection
- Establish financial plan guidelines and communicated long-term targets to provide clear direction for organizational growth
- Prepare and communicate annual budgets, as well as monitor and review budget performance throughout the year
- Conduct analysis of internal & external business information to develop forecasts to support data-driven decision-making
- Compile detailed periodic and year-end planning and forecasting reports in accordance with corporate fiscal requirements
- Assess financial plans based on key performance indicators, such as return on capital, profitability, growth, capital efficiency, capital structure, liquidity, and free cash flows to provide clear guidelines on future operational targets & goals
- Evaluate capital projects & expansion plans for compliance with corporate goals to determine the viability of investments
- Prepare comprehensive business case studies and provided support to top management on capital-related aspects of planning, budgeting, performance review, and assessment

Achievements:

- Developed various financial models, minimizing inputs, and performed complex calculations to produce meaningful information & analysis of operational processes and recommendations on alternatives to improve bottom-line performance
- Successfully revamped and implemented revised budgeting policies, processes, and procedures resulting in greatly improved efficiency and effectiveness along all business lines and an enhancement of operational mechanisms
- Instilled dedication and commitment in the overhaul of communications mechanisms within the organization, including the revitalization of templates and reporting formats, resulting in more amicable, less challenging personnel interactions

Section Manager -Profitability Review

May '17 – Sep '18

- Spearheaded profitability analysis of commercial activities to ensure adherence to predetermined targets and forecasts
- Provided critical insight into the development & establishment of frameworks & processes for post-implementation review
- Streamlined evaluation of portfolio & product pricing procedures to strengthen alignment with key organizational strategies
- Led the profitability review processes to verify compliance with organizational policies, procedures, and quality standards
- Directed project completion reviews to identify lessons learned and enhance future quality and commercial planning tasks
- Optimized in-depth analysis and attribution of cost components and performance drivers, as well as advising on product rationalization to enhance superior long-term bottom-line margin results for the organization

Achievements:

- Successfully developed and executed the Post-Implementation Review Package including the framework, guidelines, report template, communication strategy, and policy & procedures, resulting in the improvement of the business performance
- Successfully drove cross-analysis of selected business operations to provide detailed and refined recommendations to senior management on project investment potential and the associated prospective financial rewards

Saudi Basic Industries Corp
Sep '11 – May '17

Investment Planner

Feb '14 – May '17

- Provided investment knowledge insight to steer the business unit through development of major investment proposals
- Compiled investment proposals, and ensured alignment with SABIC corporate requirements, regulations, and strategy
- Collaborated with stakeholders on product development and market research to refine the technology selection process
- Steered examination of business proposals and executed due diligence for potential international investment options
- Facilitated & supported clients with their financial goals by conducting a comprehensive analysis of their financial situation
- Assessed investment risks by implementing risk management strategies and guided them on risk mitigation techniques
- Educated clients on investment concepts and market trends by communicating investment performance and strategy
- Built and nurtured strong client relationships based on trust, transparency, and effective communication

Achievements:

- Successfully led investment teams for local and international projects in Kenya, Tanzania, Brazil, India, and other countries resulting in the diversification and spread of business interests into a bigger-picture international arena
- Successfully drove the development of feasibility studies based on market analysis, feedstock availability, risk analysis, and financial models to guarantee that investment predictions and outcomes were achievable, viable, and profitable
- Instilled dedication and commitment in the successful development of a complex financial model to create forecasts and predictions on returns resulting in a significant investment into a major capital project of USD 1.2B

Business Analyst

Sep '11 – Jan '14

- Spearheaded planning cycles including the determination of target completion dates to align with organizational guidelines
- Led preparation of periodic reports to provide information on data validation, financial forecasts & performance analysis
- Collaborated with internal stakeholders to represent the strategic business unit on matters related to planning & budgeting
- Analyzed business processes, workflows, and systems to identify inefficiencies, bottlenecks, and areas for improvement
- Evaluated and identified continuous process improvement and innovation opportunities in order to implement changes
- Reviewed & documented business requirements in a clear, concise, & structured manner to create functional specifications

Achievements:

- Successfully developed & implemented a Product Cost template derived from the COGNOS planning tool which resulted in end users being able to extract the budgeted production cost per affiliate & utilize this as an absolute value per metric ton
- Created a "Reporting tool", which automatically generated periodical reports resulting in the unification of the sources of information and significantly reducing the time consumed in preparing the reports

EDUCATION

Bachelor Degree in Corporate Finance – 2010
Queensland University of Technology, Australia

PROFESSIONAL CERTIFICATIONS & COURSES

- The Chief Financial Officer Programme, London Business School United Kingdom – 2023
- Building Consultancy Acumen, University of Michigan, Stephen M. Ross School of Business, USA – 2018
- Licensed Financial Consultant, Non-Securities, Ministry of Commerce and Investment – 2018
- Accredited Business Valuer, The Saudi Authority for Accredited Valuers – 2020
- Chartered Financial Analyst, Passed Level 1, CFA Institute – 2023
- The General Securities Qualification, CME-1, Capital Market Authority – 2021
- Project Management Professional, Project Management Institute – 2021
- Company Valuation Modeler, International Academy of Business & Financial Management – 2019
- Data Analysis and Reporting with Power Bi, LEORON Institute – 2020
- Certified Trainer, Association for Talent Development – 2021