


SYED OBAID UR REHMAN-MBA *Finance, Accounts & Audit Specialist | 16+ Years of Experience*

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Dear Sir/ Madam

Subject: **Application for the Job.**

Accounts, Audit, Finance Operations Specialist | 16+ Years' Experience

Finance leader with **16+ years** in accounting, audit, and financial management, including **10+ years** in managerial roles. Holds an **MBA (USA)**, **CIA**, and **ACCA Advanced Diploma**; currently in the final stage of **ACCA**. Solid academic foundation with a **B. Com** from the University of Karachi.

Certified in Power BI, Generative AI, and business management strengths include:

- **Accounting & Audit:** GAAP, Financial Reporting, Internal Audit
- **Finance:** Analysis, Risk, and Corporate Finance
- **AI & Digital Tools:** Excel, Power BI, Generative AI
- **Operations:** SCM, Inventory, Procurement
- **Leadership:** People, Crisis, and Performance Management

Strategic, detail-oriented, and tech-savvy—focused on driving efficiency and innovation in finance.

1. Cem Trade Senior Manager Finance, Accounts & Audit (Cement Trading & Export) Nov 2019 to date (5+ years)

2. Desert and Sea Horizon General Trading LLC *Dubai* (remote),

3. Babajee Enterprises and

4. Lucky institution Account

Spearheaded financial operations for **ATTOCK & Lucky Cement distribution**, driving a 20% improvement in financial reporting accuracy through process enhancements.

Managed a team of 10+ finance professionals, optimizing budget forecasts and reducing operational costs by 15%.

Managed financial operations for other group companies, including Successfully led the integration of financial operations for **Desert and Sea Horizon General Trading LLC *Dubai* (remote)**, **Babajee Enterprises and Lucky institution Account**, streamlining accounting processes across multiple entities.

Site Association of Industry as Chief Accountant (NPO)

Nov 2018 to Nov 2019 (1 Year)

Malka Foods (PRIVATE) LTD & Super Industries (Short term assignments)

May 2018 to Oct 2018 (6 months) Successfully led the revamp and improvement of financial operations integration.

HRF Consultancy as Manager Finance, Company Secretary & HR Operations

FEB 2015 to May 2018 (3.5 Years)

UNILEVER PAKISTAN LIMITED As Junior Manager (FMCG & Foods Manufacturing) OCT 2008 TO SEP 2014 (Total 6 Years)

Taxation (Jun '12 - Sep '14): As Junior Manager Taxation, I oversaw tax payments, provided opinions, and ensured compliance.

Treasury (Aug '10 - May '12): Managed payments, played a key role in SAP implementation, and oversaw treasury functions.

Group Financial Reporting (Oct '08 - Jul '10): As an ACCA Trainee, contributed to schedules, reports, and diverse financial activities.

These roles at Unilever Pakistan Ltd cultivated my expertise in taxation, treasury, and financial reporting. I bring a dynamic skill set to drive success in challenging environments.

Shekha & Mufti as Trainee (Audit Firm)

Jan 2008 TO SEP 2008 (9 months) Participate in multiple Audit assignments including (**manufacturing, FMCG, Pharma**) Companies.

I feel confident that my education and professional experiences have provided me the skills required for successful career in the competitive business environment as I am proactive, competitive, and passionate about work. In addition, I am composed, focused, detail oriented, task driven and in the habit of achieving targets and meeting timelines, well organized, enriched with good knowledge of accounting & auditing standards, well-groomed bestowed with neat and clean habits.

I would be very grateful to you if you give me an opportunity to work and prove myself. It will be a pleasure to serve for your esteemed organization.

Best regards

Syed Obaid ur Rehman

<https://www.linkedin.com/in/syedcorporatefinance/>

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CAREER PROFILE

- **Financial Leadership:** Lead 10 + people of Finance, Accounts & Audit teams for strategic decision-making.
- **Strategic Planning:** Execute long-term financial strategies, including budgeting and forecasting.
- **Operational Excellence:** Streamline operations, drive process improvement, and manage costs.
- **Risk Management:** Identify and mitigate financial risks to protect organizational health.
- **Financial Analysis:** Analyze statements, track metrics, and provide data-driven insights Using AI.
- **Compliance:** Ensure adherence to financial & tax regulations and compliance standards.
- **Team Leadership:** Build and manage/restructure high-performing finance teams.
- **Technology Proficiency:** Use and implement multiple financial ERP systems & AI for accurate reporting.
- **Communication:** Effectively present financial information to non-finance stakeholders.

PROFESSIONAL EXPERIENCE

1.CEM TRADE Senior Manager Finance, Accounts & Audit (KARACHI HEAD OFFICE) Nov 2019 TO Date

2. Desert and Sea Horizon General Trading LLC Dubai (Remote)

3. BABAJEE ENTERPRISES (Attock Cement Distribution Karachi)

4. Lucky Institution Account

Working as **Senior Manager Finance, Accounts& Audit** of the company it's a well-known **Attock & lucky** Cement Distribution group operated from Karachi. I am directly reporting to the **Chief Executive Officer** of the Group.

- Successfully led the integration of financial operations for **Desert and Sea Horizon General Trading LLC Dubai** (remote), **Babajee Enterprises** and **Lucky institution account**, streamlining accounting processes across multiple entities
- Skillful management of Financial, Audit & Inventory operations, including budgeting and forecasting.
- Comprehensive background in financial planning and restructuring of finance department.
- Success in cost optimization, audits, internal controls, and continuous process improvement.
- Analyzed financial data to identify trends, risks, and opportunities for improvement
- Managed a team of 10+ finance professionals, optimizing budget forecasts and reducing operational costs by 15%.
- Spearheaded financial operations, driving a 20% improvement in financial reporting accuracy through process enhancements.
- Oversight of financial & Management Reporting, External & Internal audits, and Tax compliance efforts.

Site Association of Industry (KARACHI HEAD OFFICE)

Nov 2018 TO Oct 2019

Managed financial operations for Karachi's largest industrial area, serving 1000+ members, and improved financial statement accuracy by implementing a new accounting system.Coordinated with external auditors and tax authorities, leading to a 10% reduction in tax liabilities through strategic tax planning.Developed and implemented budgeting strategies that enhanced financial stability, contributing to a 12% increase in organizational savings.

Malka Foods Private Limited & Super Industries (Short Term Assignments) Jun 2018 TO October 2018

As Manager Finance and Administration for a new global food company in Pakistan, I report directly to the CEO. My key responsibilities oversee preparing financial statements, coordinating with external stakeholders, formulating strategic business plans, managing tax filings, conducting monthly reporting to the management, presenting to the Board of Directors, and overseeing overall finance operations.

As Manager Accountants for a manufacturing group in Pakistan, I report directly to the Director of Finance. providing daily management information system (MIS) reports, and overseeing daily accounting activities.

HRF as Manager Finance, Company Secretary and HR Operations (KARACHI)Feb 2015 TO May 2018

As the Manager of Finance & HR Payroll in a Pakistan-based HR consultancy, I directly report to the CEO. In my role as Finance Manager, I handle the preparation of financial statements, manage tax return filings FBR, SRB, PRA, conduct business planning and budgeting, and initiate client contracts. Concurrently, as the HR Operations Manager, I manage end-to-end payroll for 200+ permanent employees, oversee 500+ outsourced employees, handle daily payroll operations, and contribute to monthly reporting to management. My responsibilities also extend to liaising on labor law matters with the Industrial Relations team.

UNILEVER PAKISTAN LTD & UNILEVER FOODS LTD Oct 2008 TO Sep 2014

TAXATION (JUN12-SEP 14)

As a **JUNIOR M ANGER TAXATION** in the Corporate Finance Department, I Led tax compliance initiatives, ensuring timely and accurate tax filings, which resulted in a 98% compliance rate with no penalties. Contributing to a 5% reduction in overall tax expenses. Collaborated on the implementation of SAP for tax management, significantly improving efficiency and accuracy in tax reporting.

TREASURY (AUG10-MAY12)

As a **JUNIOR M ANGER TREASURY** in the Corporate Finance Department, I am responsible for payment, other receipts, petty cash management, foreign currency and utility payments of the company. I am also played a leading role In SAP implementation & work as key user for treasury & bank recon.

GROUP FINANCIAL REPORTING (OCT08-JUL10)

As a **ACCA Trainee** in the Corporate Finance Department, I am responsible for the preparation of monthly & quarterly schedules of the company. I am involved in the preparation of the quarterly & annual financials including BOD presentations, External and Internal Audit Assignments

PROFESSIONAL PROJECTS

- **Project Hisaab:** Automation of financial statements. **Cem Trade**
- **Business Partnering Project:** Accounting Policy Compliance. **(Desert Horizon & BABAJEE)**
- **Project U2K2 SAP implementation:** Designing Chart of accounts & treasury, bank recon & Payment related work.
- **Prepaid debit card:** Implement Citi & UBL Bank Debit card for petty cash disbursements **(Unilever Foods)**
- **MT940:** SAP Swift generated statements **(Unilever)**
- **Compliance review:** WHT, PRA & SRB Companywide presentations on TAX COMPLIANCE **(Unilever)**
- **Automation: 1st time in Pakistan** Automate the process of issuance of withholding & GST certificates. **(Unilever)**
- **Project predator:** Industry benchmarking of Royalty & TSF. **(Unilever)**

PROFESSIONAL ACADEMIC QUALIFICATIONS & CERTIFICATE COURSES

ACCA Qualification (in Progress)	2026	(ACCA) Association of Chartered Certified Accountants
Master's in Business Administration (MBA) GPA 4.0 Certificate ID: 3ed894f8-9456-4256-8cde-35bd38f8aa0c	2025	Atlanta College of Liberal Arts and Sciences USA
CIA CERTIFIED INTERNAL AUDITOR(P) (Awaiting Result)	2025	Institute of Certified Internal Auditors (P)
ACCA-ADVANCE DIPLOMAIN ACCOUNTING & BUSINESS	2014	(ACCA) Association of Chartered Certified Accountants
BACHELOR'S OF COMMERCE DEGREE	2009	University of Karachi
HIGHER SECONDARY SCHOOL CERTIFICATE	2006	(Karachi Inter Board)
SECONDARY SCHOOL CERTIFICATE	2004	(Karachi Board of secondary Edu)
Fundamentals of Accounting Foundations GAAP & Auditing	23-24	Corporate Finance Institute® (CFI) /Great Learning/Linked in
Financial Accounting Management Accounting, Financial Analysis Financial Risk & Business Analysis	2023	Great Learning
Supply Chain Management, Inventory, Asset, Logistic, Procurement, Project & Business Process Management	2023	Great Learning
Financial Statement & Reporting	2023	Corporate Finance Institute® (CFI)
Basics of Microsoft Power BI Using Power BI with Excel	23-24	Cambridge International Qualifications, UK/Linked in
Conflict, Crisis, People, Performance Management	2023	Great Learning
Leveraging Generative AI in Finance and Accounting , & Excel Introduction to Prompt Engineering for Generative AI (2023)	23-24	Great Learning/Linked in

PERSONAL DETAILS

- Marital Status: Married
- Date of birth: January 22, 1987
- Gender: Male
- Nationality: Pakistani
- Languages: Urdu and English

SKILLS

- Self-Initiator & Quick Learner
- Leadership attitude & lifelong learner
- Problem solving attitude.
- Ability to perform with confidence under Pressure.
- Positive attitude towards work completion.