



# Syed Yasir Ali

*Finance & Accounting Professional*



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August 02, 1993



Dubai, UAE

## Profile Summary

- Goal-driven, experienced accounting, finance and audit professional with significant academic knowledge offering nearly 8 years of financial management, audit, accounting, financial reporting, budgeting, taxation, and corporate finance experience.
- Finance expert who aligns financial initiatives to achieve strategic objectives. Highly skilled in financial planning, pricing strategy, working capital management, budgetary control, audits, financial and corporate reporting, and regulatory compliances improvements.
- Excellent team leader who thrives in advanced teamwork situations, exceedingly capable to collaborate with diversely talented teams, extremely motivated person eager to learn industry knowledge for professional development.

## CORE STRENGTHS AND ENABLING SKILLS

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|--------------------------------|-------------------------|--|
| ▪ Financial Management         | ▪ Management Accounting | ▪ Microsoft Dynamics, Oracle, SAP, Odoo, |
| ▪ Financial Reporting          | ▪ Cash Flow Management  | Quick Books                              |
| ▪ Financial Analysis           | ▪ Value Added Tax (VAT) | ▪ Rolling Forecast & Budgeting           |
| ▪ Internal Controls Evaluation | ▪ Auditing & Taxation   | ▪ Communication & Presentation Skills    |
| ▪ ISAs & IFRS                  | ▪ Data Migration        | ▪ Microsoft Excel, word, PowerPoint      |
| ▪ Financial Accounting         |                         |  |

## PROFESSIONAL EXPERIENCE

**Carma Media Insight FZE (News Group International) – IT, Software and Media Intelligence Company- Dubai UAE**

***Finance Team Leader / Senior Accountant***, June 2019 – May 2023

### Key Result Areas:

- Managing head office and regional finance teams, reviewing the monthly closing of the books after completing pre-closing checks and handling exceptions with the concerned sections / head office to ensure the accuracy of numbers.
- Liaised with external auditors for timely completion of both subsidiaries & group audit; made sure covenants are not breached. Dealing with statutory auditors of all the regional entities.
- Preparation of budget and forecasts and monitoring the financial performance of the group companies.
- Treasury planning for all the regions, planning for cost control, cost reduction and analysis on overspending.
- Prepared standard operating procedures (SOPs) for accounting and finance department.
- Having regular meetings with regional MDs / HOD for discussion on performance of their regions and giving them a summarized report.
- Tax planning, for European and African entities and coordination with local tax consultants.
- Managed the internal and outsourced finance teams to ensure that overall finance function is achieved.
- Planned and supervised implementation of Microsoft Dynamics 365 together with its integration and a custom-built employee self-service portal (containing payroll, timesheet, procurement and leave management modules) to automate data capture and generation of project profitability reports.
- Worked closely with HOD and CFO and wider group finance function to deliver the overall finance objectives of the group and to ensure that the company meets its financial and legal obligations.
- Reviewing VAT and other returns.
- Managing Banking relations and ensuring that relevant legal or standard procedures are followed.

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**Nexia International, Pakistan**

**Accounting & Audit Associate**, November 2015 – April 2019

**Key Result Areas:**

- Effectively managed portfolio of audit clients, which included, planning, supervision, and finalization of statutory accounts. Efficiently maintained adequate audit documentation, designed audit plans, and executed accordingly. Performed audit verification checks on expenses & AP; provided training and mentoring to audit team to ensure effective execution of work and enforcement of policies.
- Monitored and evaluated accounting activities of clients, developed, and implemented systems to collect, analyze, verify and report financial information. Developed and implemented internal financial controls, ensured financial & audit process including reporting requirements follow local tax laws, policies, best practices, IFRS & ISAs.
- Followed risk management and quality compliance processes and ensured quality control compliance. Identified and implemented efficiently, cost effective processes, controls, and data management. Applied performance management process by setting KPIs for direct reports, conducted regular reviews and handled internal and external audits.
- Analyzed financial information, prepared financial management reports & statements; ensured implementation of appropriate accounting control procedures & compliance with the requirements of annual statutory financial reporting.
- Resolved accounting discrepancies; provided support in treasury management, treasury planning, strategy formulation & tax operations in compliance with local regulations. Successfully completed audit assignments of clients from diverse industry segments including manufacturing, power generation, education, non-profit, FMCG and construction.

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**PROFESSIONAL TRAININGS & CERTIFICATIONS**

- Capacity building trainings on risk management & code of conduct
- Trainings on International Financial Reporting Standards (IFRS)
- Trainings on International Standards on Auditing (ISAs)
- Code of Corporate Governance
- Training of E-audit & CAATs
- Presentation and Communication Skills Certificates by ICAP

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**PROFESSIONAL QUALIFICATION**

- **Chartered Accountant (Final)**  
Institute of Chartered Accountants of Pakistan (ICAP)
- **Chartered Accountant – Certificate in Accounting and Finance (CAF)**  
Institute of Chartered Accountants of Pakistan (ICAP) (2015)