

## **PERSONAL DETAILS**

## **ASIF NAWAZ**

### **EDUCATION**

**2001 - 2004**

**University of Colorado at Colorado Springs (USA)**

BSc. in Business Administration **(First equivalent)**

Honours: Cum Laude

Outstanding Student Award

Area of Emphasis I: Accounting

Area of Emphasis II: Information Systems

(4 year degree completed in 2 years and 9 months)

**1998 - 2000**

**A Levels – Pakistan – Cambridge Exam Board, UK**

Accounting: A, Economics: C

Awards: Accounting Student of the Year

### **PROFESSIONAL EDUCATION/MEMBERSHIPS**

Registered Microsoft Partner since 2005

Microsoft Office Live Small Business Partner

Partner – Google Ad words

Associate – British Telecom

Member – Microsoft Professional Accountants Network

CIMA, UK

Chartered Institute of Management Accountants

Certificate Level complete

Currently studying toward completion of Managerial Level

IMA, USA

Member – Institute of Management Accountants

### **TECHNICAL / SOFTWARE SKILLS**

Microsoft Office Suite

Microsoft .NET Applications (Visual Studio)

ASP, PHP, JavaScript, AJAX, XHTML, CSS, XML, XBRL, Visual Basic

Microsoft SQL Server, MySQL – Database Design & Implementation

Microsoft FrontPage, Microsoft Project, Microsoft Visual Studio

Adobe Dreamweaver, Flash, Photoshop, Illustrator

Microsoft Visio, Rational Rose (UML), VTOC, DFD, IMHC CMAP Tools

Google Ad Words – Professional Edition

Google Analytics, eXtreme Tracking, Google Webmaster Tools, Yahoo

Overture, Google Site Links

W3C Standards Compliant Web Design

Windows Server 2003 – Installation, configuration and deployment

Windows 98/NT/XP/Vista – Installation, configuration and deployment  
in a network environment

Apache / Microsoft IIS

Google Checkout / PayPal / eCommerce Integration

WordPress, Open-X, Mambo, ZenCart, eCommerce Templates

JD Edwards, Hyperion, Oracle Financials, WebERP, QuickBooks, Sage,

Microsoft Accounting, Tally, Peachtree Accounting

## **PROFESSIONAL SUMMARY**

<b>Feb 2008 – Present</b>	<b>MANAGING DIRECTOR</b> <i>VAFTA Solutions Limited, London, UK</i>
<b>April 2008-Present</b>	<b>CORPORATE ACCOUNTANT</b> <i>GTA by Travelport, London, UK</i>
<b>Oct 2005 – Dec 2007</b>	<b>MANAGING PARTNER</b> <i>Ingenium Partners FZE in Dubai, UAE</i>
<b>Jul 2004 – Sep 2005</b>	<b>CONTROLLER</b> <i>TAEUS International Corporation in Colorado Springs, CO, USA</i>
<b>2004 – 2005</b>	<b>OWNER</b> <i>InnoMakings, Inc. in Colorado Springs, Colorado, USA</i>
<b>2004 – 2005</b>	<b>VP of BUSINESS DEVELOPMENT</b> <i>FogBox LLC (a subsidiary of InnoMakings, Inc.) in Colorado Springs, CO, USA</i>
<b>Jan 2003 – Jul 2004</b>	<b>WEBMASTER &amp; INSTRUCTOR</b> <i>University of Colorado at Colorado Springs in Colorado Springs, CO, USA</i>
<b>2001 – 2004</b>	<b>ACCOUNTANT (PART-TIME)</b> <i>Neat Consultants Inc. in Dallas, TX, USA</i>

## **OTHER ROLES**

<b>2001 – 2003</b>	<b>SALES ASSOCIATE</b> <i>RadioShack Corporation, Colorado Springs, CO, USA</i>
<b>2002</b>	<b>RADON MEASUREMENT TECHNICIAN</b> <i>Radon Measurements Lab, Colorado Springs, CO, USA</i>

## **POSITION DETAILS / HISTORY**

**Apr 2008 – Present**      **VAFTA SOLUTIONS LIMITED**  
LONDON, UNITED KINGDOM



### **MANAGING DIRECTOR**

- Work with and manage virtual office staff and remotely based consultants to run the business on a day-to-day basis
- Managing development of multiple web 2.0 projects (eCommerce, CMS, Business Brokerage, Forums, Blogs) on Microsoft and Open Source Technologies
- Plan, design and devise VAFTA brand and marketing strategy for business; introduce sales and marketing packages in association with British Telecom
- Manage and develop result-driven Search Engine Optimization (SEO) and Pay Per Click (PPC) campaigns, Web and Affiliate Marketing campaigns for web services delivery
- Vigorously work on devising new and improved techniques to improve Google PR and increase organic, relevant traffic to client websites
- Design and develop Plum CMS (Content Management System) – a multi-function, platform independent website content management system that delivers Search Engine Friendly, CSS and XHTML compliant websites powered with marketing tools like blogs, RSS feeds and eCommerce functionality
- Clean up CSS and HTML code and work with third party web marketing vendors to deliver fully managed eMarketing and web marketing campaigns for clients
- Work with team of external consultants based in UK and USA
- Preparing Requirement Specification Documents, liaising with client's
- Programming and development in ASP and PHP, MS SQL and MySQL
- High level database design and data flow diagram design for technical software specifications
- Installation, deployment, configuration and delivery of custom developed software on remote servers
- Interface enhancement and engaging interactive tool design, development and deployment to increase conversion rates for various online businesses
- Website Design & Development in XHTML, CSS, AJAX, XML and .NET
- Manage BT and Microsoft Partner relationships
- Manage preparation of Management Accounts for various clients
- Consult with various clients on queries regarding consolidation, US GAAP and tax related work

**Apr 2008 – Present**      **GTA by TRAVELPORT**  
LONDON, UNITED KINGDOM



### **CORPORATE ACCOUNTANT**

- Assist with the monthly close process for 30+ global business units
- Introduce various measures and procedures for compliance and adherence to company policies across all business units
- Co-ordinate timely submission of reporting packs and templates by business units
- Conduct Intercompany reconciliations

- Consolidation Accounting (US GAAP)
- Implement SOX compliance procedures & policies and maintain SOX documentation
- Develop models, reports and templates to collect information for business analysis and for measuring compliance with internal controls and SOX by global subsidiaries
- Perform DSO and DPO calculations
- Revenue Analysis
- Working with Hyperion Administrator on MS SQL queries and Excel Macros to design forms and reports
- Systems cleanup and data integrity routines across JD Edwards, Hyperion and Oracle Systems
- Perform balance sheet reconciliations, clean up General Ledger (JD Edwards) and maintain data integrity
- Research technical US GAAP Accounting issues
- Liaise with business units to implement adherence to company tax policy

**Dec 2007 – Mar 2008** Finalizing Dubai Projects and moving to the UK

**Oct 2005 – Dec 2007** **INGENIUM PARTNERS FZE**  
DUBAI, UNITED ARAB EMIRATES



#### **MANAGING PARTNER**

- Manage and liaison with VP of Technology Services and VP of Accounting Services to develop and run business
- Develop and deploy corporate strategy, online and offline marketing strategy for Technology and Accounting Divisions
- Liaise with clients and Partners (Microsoft, Aroma Software) and outsourcing agencies in India and Pakistan to deliver superior web 2.0 based solutions
- Devise and deliver affiliate and partner marketing plans to expand business to other parts of the Middle East
- Setting up & deploying multiple Windows 2003 Servers with Windows XP pro & Windows XP Home client machines
- Designing, coding, and managing the development of several eCommerce applications, content management systems & intranets in PHP & MySQL typically hosted on a Linux/UNIX Configuration
- Custom design and redesign of front-end interfaces for client websites and web-based software to increase interaction, conversation rates and end user experience to mirror the Amazon.com '1-Click' checkout experience
- Managing the development of multiple applications coded in ASP.Net & VB.Net with Microsoft SQL Server to be deployed in Windows 2003 Server environments
- Prepared multiple Requirement Specification Documents (RSD), Entity-Relationship Diagrams (ERD), Workflows/Flowcharts, Data Flow Diagrams (DFD), Class Diagrams, Visual Tables of Contents (VTOC) and other documents after analysis of business requirements and existing systems for production of software, information systems and web marketing strategies
- Developed multiple Graphical User Interfaces (GUI) for several information systems to help reduce time spent performing specific functions
- Developed and trained employees and clients in Object Oriented Design Methodologies, interface design & management, database management

and configuration and deploying windows based servers over networks using technologies like Microsoft SharePoint Services

- Deploy and configure multiple network based installations and configurations of Microsoft .NET, Microsoft SQL Server, PHP, MySQL and Rational Rose. Other software installed and configured includes, but is not limited to: Focus Accounting, SAGE Accounting, Peachtree Accounting, Microsoft Small Business Accounting, QuickBooks Pro, QuickBooks Enterprise Edition, and WebERP
- Reverse engineered existing open source PHP/MySQL software to customize & redesign interface and enhance functionality by adding modules as per project and client requirements
- Prepared Financial Statements (US GAAP & IFRS Compliant) for up to 8 different client businesses
- Wrote comprehensive Accounting procedures & policy manuals introduce SOX compliant internal controls for client businesses
- Acted as Financial Controller/Manager to engage and liaise with auditors for audits of 3 different client businesses
- Train accounting staff to run and manage accounting departments
- Develop Various Project Costing Models & Financial Planning Models
- Install, configure, setup and deploy various accounting software: Peachtree, QuickBooks, Sage, Microsoft Accounting and Web ERP
- Develop accounting reports and financial reporting models using MS SQL, MySQL and Microsoft Excel Macros
- Manage the outsourcing of Accounting Departments of companies with up to 15 employees or less
- Researched technical US GAAP vs. IFRS accounting issues as needed
- Worked alongside qualified accountants (ACCAs, CMAs)
- Advised staff on day to day bookkeeping work of client businesses
- Preparation and Analysis of KPIs, Budgeting & Forecasting
- Work on and help with integration of IT and Web Deployment Projects into business' financial reporting

**Jul 2004 – Sep 2005**

**TAEUS INTERNATIONAL CORPORATION**

COLORADO SPRINGS, COLORADO, USA



**CONTROLLER**

Promoted from Corporate Accountant in March, 2005

- Reduced average receivables from US \$850,000 to US \$350,000 to bring cash flow under control
- Involved with implementation and procurement of Engineering based ERP Software System (Wind 2)
- Worked on the design aspect of the new TAEUS International Branding Scheme and website
- Conducted comprehensive systems analysis and designed interface for homegrown FileMaker Pro project management system
- Deployed and configured network installation and configuration of Peachtree Accounting Software
- Wrote Accounting Policies & Procedures Manual & designed documentation to better run and manage company & accounting department
- Developed extensive budgeting & forecasting models to gauge & measure performance using MS Excel and Macros
- Reconciled 12 years worth of books & spreadsheets for completion of company's first ever US GAAP compliant Financial Statements
- Engaged & liaised with auditors for completion of company's first ever audit in compliance with SOX (for private companies)
- Hired and supervised accounting staff

- Managed Line of Credit and banking relationships with Merrill Lynch and UMB Bank
- Developed project costing & estimation models
- Liaison with the Internal Revenue Service (IRS) for completion of audit and tax filings
- Oversaw day-to-day accounting and preparation of monthly financial and management accounts
- Managed monthly completion of financial statements and consolidation with UK subsidiary

**2004 – 2005**

**INNOMAKINGS, INC.**

COLORADO SPRINGS, COLORADO, USA



**OWNER**

- Designed brand-name and developed a purely web-based marketing strategy to delivery IT solutions to Small and Medium Sized Businesses in the Colorado Springs, CO area
- Setup and marketed domain registrar and web hosting related services under the InnoDomains brand name as a GoDaddy Reseller / Affiliate from 2004-2008
- Developed a Pay Per Click and Link Baiting plan to successfully engage new business for IT and software consulting projects online
- Work on web development and SEO projects, in particular, for online stores and retail operations focusing on higher Google rankings, generating organic traffic and converting organic visitors to customers in as few clicks as possible

**2004 – 2005**

**FOGBOX LLC – A subsidiary of InnoMakings, Inc.**

COLORADO SPRINGS, COLORADO, USA



**VP of BUSINESS DEVELOPMENT**

- Develop formal marketing strategy to generate new web design and development business in the Colorado Springs area
- Sourced business with Yahoo Overture and Google Ad words Pay Per Click, partner based and Out of Home advertising techniques
- Engage Local businesses to develop the first online portal for nightlife in Colorado Springs
- Develop an affiliate and advertising program, marketing campaign, brand and site design for Colorado Springs nightlife portal
- Raised US \$20k plus in funding as advertising and marketing fees from local businesses to develop online platform

**Jan 2003 – Jul 2004**

**UNIVERSITY OF COLORADO AT COLORADO SPRINGS**

**COLLEGE OF BUSINESS**

COLORADO SPRINGS, COLORADO, USA



**WEBMASTER & INSTRUCTOR OF INFORMATION SYSTEMS**

- Systems Analysis & Design – Completed a year long process of interviews, polls and surveys to collect information from staff, faculty and students to gather requirements and prepare Requirement Specification Documents and build a plan to design and deploy an

engaging website for existing and prospective students with a functional intranet for staff and faculty

- Engaging Experience Design – Work on designing interface and tools for website to engage prospective students which subsequently increased online applications from new students
- Designed Interface and Structure – Worked with co-webmaster and Program Director to produce the site design for the College of Business Web site and the interface for the back end content management system and intranet
- Specify & configure web server – Configured Windows 2000 professional web server for hosting of web site and intranet, which were to be coded and run on PHP & MySQL.
- Design Course Syllabus – As lab instructor, work with full time professors to prepare and write syllabus for Information Systems Classes, prepare exercises and lecture notes to be discussed with students during class. *As of 2004, only undergraduate student to substitute for tenured professors*
- Train Students on Microsoft Office Applications - As Lab Instructor train and instruct students on the use of Microsoft, Word, Excel & Access, along with Windows 2000 and Windows XP functionality. Also trained students in the basics of compliant and SEO friendly HTML web design concepts as an introduction to more advanced Information Systems Courses.

**Dec 2001 – Jul 2004**

**NEAT CONSULTANTS INC.**

DALLAS, TEXAS, USA

**ACCOUNTANT**

***PART-TIME***

- Conducted bookkeeping
- Prepared monthly & annual financial statements using QuickBooks
- Filed quarterly Payroll & Sales Tax Returns
- Filed annual State & Federal Income Tax Returns