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Mahmoud Reda

A seasoned professional with 16 years of experience in FMCG and banking. Board member and exposed to executive management as a result of operations in 9 countries and development of regional projects that capture and seize opportunities with automation and simplification. My purpose: Ignite people's life through passion and commitment and leave a positive impact on all touch points Oversight and Lead all Finance operations along with partnering with General Management to ensure that we are achieving profitable, sustainable growth in such a VUCA+ environment. Additionally, I host the 'Finance for Non-Finance' podcast, which has garnered over 0.7 million views on YouTube, indicating my commitment and passionate to financial literacy and innovation globally.



Work History

**October
2022–
Present**

Arabia Finance Business Transformation Lead - Unilever

Coverage: GCC

Based in Dubai – United Arab Emirates

The finance lead for end-to-end integration and digitalization project in GCC. Overall responsibility includes spearheading strategic initiatives within the finance department to drive significant improvements and efficiencies. My role involves performance of the project and capture value unlocks and efficiency as per strategic investment and the impact on cash pay back to the business. Also analyzing current financial processes, identifying areas for enhancement, and implementing innovative solutions to optimize financial performance. My leadership in this role is pivotal in guiding the finance team through periods of change, ensuring that the organization remains agile and competitive in a rapidly evolving business landscape.

Key Interfaces:

- Project Vice president –Supply chain Vice president – Finance Vice president -
Regional Chairman – Business Group General Managers

**Mar 2020
– Present**

Head Of Finance - Unilever

Coverage: Levant and Iraq

Based in Dubai – United Arab Emirates

Overseeing financial operations, guiding strategic financial decisions, and ensuring the financial health and compliance of the business. Overall responsibility includes P&L Management, Cash management, Annual target plan and business performance

management against yearly targets. Also creating forecasting models, assessing investment risk, and ensuring all accounting activities comply with regulations—also, experience crafting financial strategies and leading Finance teams. Maintain the company's financial health and increase profitable growth in the long run.

Accountability and Objectives:

- Design and drive the gross margin improvements through planning, forecasting, and risk management.
- Strategic Planning through collaborating with senior leadership to develop and implement financial strategies aligned with the organization's long-term goals.
- Enabling financial performance improvements by partnering and challenging Marketing investments.
- Risk Management through identifying, analyzing, and mitigating financial risks to the organization, including market risks, credit risks, liquidity risks, and operational risks.
- Lead development of insights within in-scope areas which drive productive action / improved business performance.
- Budgeting and Forecasting through Developing and managing detailed budgets and forecasts that accommodate the rapid inventory turnover and promotional dynamics in the market.

Key Interfaces:

- Managing director – Marketing & Sales & Supply chain Director– Finance Vice president -Regional Chairman – Distributor CFOs

Key achievement:

- Business growth by double digit number through hyperinflation markets
- Enhance profitability by double digit despite higher commodity cost.
- Build future fit Finance team on ground.
- SOX audit with no compliance points

Aug 2017 – Customer Development Finance Manager - Unilever

Mar 2020

Coverage: KSA

Based in Jeddah – KSA

Overall responsibility for Customer development Finance agenda includes creating forecasting models, assessing investment risk and ROI, and annual budget plan alongside with setting sales targets across the region. Also, experience partnering sales leadership team to support decision-making and track, analyze and forecast performance.

Accountability and Objectives:

- Sales Performance Management through automated monitoring and analyzing sales performance against targets, identifying trends, variances, and areas for improvement to inform strategic decisions.
- Investment and Resource Allocation through guiding the sales team on investment and resource allocation ROI, ensuring optimal use of financial resources to achieve sales targets and strategic objectives.
- Risk Management through Identifying and assess financial risks associated with sales strategies and operations, recommending mitigation strategies to safeguard the organization's interests and financials.
- Contract and Deal Support with sales team in structuring deals and contracts, ensuring they meet financial criteria and compliance requirements while maximizing profitability and considering future customer strategy.
- Cross-Functional Collaboration through working closely with other departments, such as marketing, supply chain, and sales team, to ensure cohesive financial strategies that support overall business objectives.
- Own and continuously improve all processes relating to customer Finance partnering controlling Trade spending, Advertising & promotion and return on market investment.

Awards and Recognition:**Market Activity Planning Tool and Forecaster automation:**

Inventing a tool excel user interface with oracle background that can be used across products , customers and function in the company for promotion planning to forecast P&L and investment into details their full-year budget so we can have comparative views and make gap analysis to direct the investment into the most ROI direction and manage competitions battles effectively.

Key Interfaces:

- Managing director – Marketing & Sales & Supply chain Director– Finance Vice president -Regional Chairman – Distributors CFO

Key achievement:

- Reduction in negative ROI investment by 60%
- Optimize contractual spending by double digit number.
- Over-achieve annual target plan and winning share with optimize spent.
- Develop local talent and build Finance team on ground.

May 2015 Financial planning – Analysis – Modeling Manager - Unilever

– Aug 2017 *Coverage: KSA*

Based in Jeddah – KSA

Prepare the total BU forecast & individual category forecasts (assumptions, risks, opportunities, cash up) on a monthly/quarterly basis, prepare supporting analysis and participate in reviewing these forecasts with the relevant Marketing Leads and their Finance Leads with the Country Leadership Team.

Accountability and Objectives:

- Forecast bias and accuracy.
- Drive efficiency and automation in the forecasting process.
- Lead the Business toward target delivery and profitable growth.

May 2020 Finance Business partner and Information management head

– May *Coverage: Egypt – Sudan – Levant and Iraq*

2015 *Based in Alexandria – Egypt*

Accountability and Objectives:

- Pricing and pricing associated strategies for each Pack Size with Pricing Gap Analysis including End consumer price and level of Discounts given vs. Competitors.
- Promotion Planning and Partnering in all Marketing activities evaluation and analysis.
- Budgeting Plan and Creating monthly Automated Report vs. Target and Time gone
- Develop Information Management Team & ensure reporting in time & in full
- Lead the Information office and ensuring the reporting is on time and 100% Accuracy. Developing Top management Executive Summary, Financial & business performance scorecard.

Awards and Recognition:

Advertising and Promotion Planning Tool and Forecaster:

Creating and tool that can be across categories in the company for Marketing team to forecast Advertising and Promotion investment into details compared with Actuals and their full-year budget so we can have comparative views and make gap analysis in order to direct the investment into the most ROI direction and manage competitions battles effectively.



Education

Sep 2004 - May 2008	BSc. Accounting and Auditing Tanta University Grade: Good
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Personal Details

Nationality	Egyptian
Language	Arabic and English
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