

KASHIF ALI

Strategic Finance Leader | FP&A | Corporate Finance | Treasury | Business Partnering | Multi-Entity Financial Management

Dubai, UAE +971 52 3771715 kashifshah15@yahoo.com linkedin.com/in/kashif15



ACCA | UAE, UK & International Markets

PROFESSIONAL SUMMARY

ACCA-qualified Strategic Finance Leader with 13+ years of experience across FP&A, treasury, corporate finance, manufacturing finance, and multi-entity financial management in the UAE and international markets. Proven track record partnering with CEOs, shareholders, and executive leadership teams to improve profitability, optimize working capital, secure growth funding, and support business expansion.

Delivered AED 14M+ in working capital improvements, secured AED 5.5M in growth funding, generated AED 3M+ in commercial savings, and led ERP and process transformation initiatives that improved operational efficiency and strengthened internal controls. Experienced in budgeting, forecasting, business partnering, product costing, investment appraisal, treasury management, and strategic planning.

EXECUTIVE LEADERSHIP HIGHLIGHTS

- 13+ years of progressive finance leadership across UAE and International Markets.
- Managed finance and cross-functional teams of up to 11 professionals.
- Secured AED 5.5M in growth capital and arranged GBP 1.5M in private investor financing to support strategic business growth and contract execution.
- Delivered AED 14M+ in working capital improvements through cash flow and receivables optimization.
- Generated AED 3M+ in savings through supplier financing and commercial optimization.
- Presented financial performance, investment proposals, and strategic recommendations to executive leadership and shareholders.
- Led enterprise-wide internal audits across Marketing, HR, Supply Chain, and Manufacturing functions, driving governance improvements and stronger internal controls.

CORE COMPETENCIES

- Financial Planning & Analysis (FP&A)
- Budgeting, Forecasting & Variance Analysis
- Business Modelling & Investment Appraisal
- Capital Raising & Investor Relations
- Commercial Performance Analysis
- Business Partnering
- Cost Control & Gross Margin Improvement
- MIS & Executive Dashboard Reporting
- ERP Implementation (Oracle R12 / Dynamics 365)
- Treasury & Liquidity Management
- Internal Audit & Risk Management
- Working Capital Optimization
- Capex Allocation & Valuation
- Tax Compliance (UAE/UK/Global)

PROFESSIONAL EXPERIENCE

Finance Manager – Finance & Operations | Al Fursan Used Computers TR LLC | Dubai, UAE & Hong Kong

2023 – Present

Reporting directly to ownership, leading financial strategy, budgeting, treasury, procurement governance, and business performance management for a UAE-Hong Kong operation generating approximately AED 13–18 million in annual revenue.

Managing a team of 7 professionals across finance, procurement, and operational support functions while serving as a strategic advisor on profitability, liquidity, and growth initiatives.

STRATEGIC INITIATIVES & KEY CONTRIBUTIONS

- Led budgeting, forecasting, and financial planning processes, including projected P&L and cash flow management, enabling proactive decision-making and improved financial visibility.
- Developed product, contract, and client-level profitability models, strengthening cost control and driving margin improvement across business lines.
- Built executive MIS and financial dashboards to track performance against budgets, supporting leadership with actionable insights.
- Strengthened working capital management through effective cash flow planning and alignment of procurement cycles with revenue projections.
- Led cross-functional cost optimization initiatives that delivered **5.5–7%** procurement savings and improved gross margins.
- Improved working capital efficiency through strategic supplier agreements and optimized procurement planning.
- Partnered with operational teams to reduce logistics costs by **3% month-on-month** while improving service levels and inventory availability.

Global Finance Manager | ITR Global FZE | Dubai, UAE & UK

2021 – 2023

Reporting directly to the CEO and shareholders, led finance for a multi-entity international group operating across UAE, UK, Australia, and Pakistan with annual revenues of approximately USD 9–10 million.

Managed a finance team of 10 professionals and provided strategic financial leadership supporting business growth, investor engagement, and performance optimization.

STRATEGIC INITIATIVES & KEY CONTRIBUTIONS

- ▶ Co-developed detailed business models with the CEO, supporting multi-entity strategic decision-making, tracking budgets across all group entities.
- ▶ Presented consolidated financial performance and strategic recommendations to shareholders and executive leadership.
- ▶ Engineered an integrated Excel-based procurement dashboard capturing key cost drivers and sales targets, enabling accurate gross margin forecasting; improved pricing decisions and delivered a **4%** increase in gross margin per deal, ensuring timely and profitable execution.
- ▶ Secured **AED 5.5M** in funding through a mix of crowdfunding, angel investors, and private investors, strengthening the capital base and supporting business growth initiatives.
- ▶ Structured and facilitated **GBP 1.5M** in private investor financing for a strategic supplier purchase contract, ensuring timely execution of the transaction and supporting revenue growth objectives.
- ▶ Supported investment decisions, business expansion initiatives, and capital allocation planning across international entities.

Chief Accountant | Green Point Technical Services LLC (DAMAC Group) | Dubai, UAE

Feb 2019 – Apr 2021

Led finance operations for the Facilities Management division of DAMAC Group with annual revenues of approximately AED 30–40 million.

Managed a team of 11 professionals while partnering with executive leadership to strengthen governance, improve working capital performance, and support strategic business expansion initiatives. Developed investment and feasibility models for new business ventures, presenting recommendations directly to executive leadership and contributing to successful board approvals.

STRATEGIC INITIATIVES & KEY CONTRIBUTIONS

- ▶ Served as an active member of the **MS Dynamics 365** implementation team, integrating CRM and production modules with finance to cut process execution time by **55%**.
- ▶ Developed feasibility plans for **two new business verticals** (laundry services; concierge & cleaning), both successfully presented to the Board of Directors and Chairman.
- ▶ Reduced receivables from **AED 21M to AED 7M** in **8 months** by designing and deploying an Accounts Receivable Tracker (ART) with a systematic follow-up and escalation framework.
- ▶ Prepared monthly MIS reporting packs incorporating horizontal/vertical P&L, cost driver analysis, and variance reporting with corrective recommendations, directly informing VP-level decisions.

Assistant Manager – Finance | Levant Jewellery DMCC | Dubai, UAE

Oct 2016 – Dec 2018

Managed finance operations for a luxury trading business generating approximately AED 25–30 million in annual revenue.

Led a team of finance professionals while supporting ownership with financial strategy, treasury management, profitability analysis, and capital planning initiatives.

STRATEGIC INITIATIVES & KEY CONTRIBUTIONS

- ▶ Devised an early-payment strategy that secured a **15% supplier discount**, generating **AED 3M** in cost savings within **6 months**.
- ▶ Executed granular product costing, pricing models, and tax management to achieve target profit margins across the jewellery portfolio, while supporting structured reporting, procurement, and pricing strategy.
- ▶ Prepared P&L statements, balance sheets, and cash flow forecasts, ensuring complete financial visibility for ownership and management.

Senior Finance Executive | Paklite FZC | Sharjah, UAE

Mar 2015 – Sep 2016

Supported manufacturing finance activities including standard costing, inventory valuation, variance analysis, factory budgeting, and production planning support.

Participated in CAPEX evaluations and manufacturing performance reviews. Managed financing facilities exceeding USD 100 million while maintaining robust financial controls.

◆ EARLIER CAREER

2012 – 2015 Internal Audit Executive - CCL Pharmaceuticals Pvt. Ltd., Lahore, Pakistan

- Conducted risk-based internal audits across Marketing, Human Resources, Supply Chain, Manufacturing, and Commercial Operations, identifying process improvement opportunities, strengthening internal controls, and enhancing operational efficiency across multiple business functions.

2011 – 2012 Audit Officer — Firhaj Footwear (Hush Puppies), Lahore, Pakistan

2010 – 2011 Audit Trainee — Horwath Hussain Chaudhary & Co., Chartered Accountants, Pakistan

◆ EDUCATION & PROFESSIONAL CREDENTIALS

ACCA – Association of Certified Chartered Accountants, UK (2015)

B.Com – Bachelor of Commerce, Punjab University, Lahore (2007)

UAECA – United Arab Emirates Chartered Accountant

Oracle R12 Financial Modules Certification

Certifications: Information System Audit | Effective Team Building | Corporate Values & Communication