

AHMED DARAWSHEH CWM, AFA, ACPA

PROFILE

- Progressive executive leader, operational strategist and trusted advisor with a proven track record in providing sound financial guidance in complex, globally charged settings.
 - Business and finance modeler who combines finance professional competencies with commercial analysis and insight.
 - Agile CFO , Business Manger and banker who has driven operations in premier companies by providing expertise in the areas of marketing, sales and business development, amongst others.
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PROFESSIONAL EXPERIENCE

ADIC Business and Investment Consultants Feb 2017- current

Consulting company based in Dubai, United Arab Emirates, specialized in providing Family Office investment advisory and management, investment and management consultancy, transaction management and turnaround management.

Managing Partner, CEO

- Clients representative and provide statutory and corporate advisory, accounting solutions, Investment administration, trust administration, assets management and human capital and regulatory compliance.
- Wealth management services and helping family setup and run family offices to oversight of all Family assets including Investments accounts , properties , trust and other interests .
- Engaged in helping clients in every area of business process management, their business cycle by providing a range of both advisory on investments and acquisitions, due diligence and transactional services.
- Areas of services include strategic planning, business crisis management, turnaround consulting, mergers & acquisitions, valuation & financial modelling and family office financial management amongst others.

Rashed Abdul Rahman AlRashed & Sons Group Feb 2016 – Feb 2017

A dynamic, leading conglomerate based in Khobar, Saudi Arabia with a wide network of integrated companies geographically spread across the Kingdom of Saudi Arabia, GCC, and the MENA region. The Group operates in seven business areas namely Building Materials, Cement & Bulk Materials, Finishing Materials, Contracting, Industrial Products, Automotive Products, and Food Products.

Group CFO

- Engaged in the restructuring of the Group, due to difficult economic conditions and liquidity challenges, with particular focus on business process enhancement, asset redeployment and cost realignment.
- Successfully increase revenue growth in the Automotive division; 20% in the service centers and 10% in spare parts sales
- Achieved double digit growth in 3 out of the 5 Companies supervised
- Developed a high-performance finance team to drive performance and synergy
- Resolved account receivables in excess of SAR 350m and brought the figure to within 75% of agreed amounts enabling the group to increase its bank borrowings.
- Designed and implement a grading system for overdue and aged receivables, to rank clients for sales purposes, which resulted in a significantly improved accounts receivable ageing as well as a reduction in bad debts and provisioning.

- Negotiated Accounts Payable of SAR 300m in supplier contracts, for increased production capacity and component inventory financing, during a period of tight supply.
- Developed cost management analysis, activity based and standardized costs for a SAR 500m manufacturing plant.
- Consolidated five accounting and HR departments for different companies under one centralized location, resulting in greater efficiency, improve communications, streamlined operations and savings of SAR 1.5m in payroll costs.
- Planned and implement a new Group-wide travel policy with effective controls that resulted in greater efficiency and consistency in travel planning and a SAR 750k reduction in cost.
- Promoted a high level of corporate governance within the Group.

Sharaf Group Jan 2011 - Feb 2016

A diverse and strong family owned conglomerate based out of Dubai, United Arab Emirates, with operations spread throughout the Middle East, Africa and Asia through its 130+ offices. The Group is a market leader in the different market segments in which it operates, including shipping and logistics, retail, travel and tourism, manufacturing and construction amongst others.

Group Development, Investment & Acquisitions Manager

- Built and implemented an investment strategy, for both the Group and the Sharaf family.
- Successfully carried out asset management, hedging strategies and risk identification control and mitigation.
- Planned and initiated a business structure for the setting up of a family investment office, including the setting up of offshore companies (SPVs), setting up bases for management as well as obtaining both legal and accounting advice.
- Generated liquidity of US\$ 70m+ through strategic analysis and the sale of real estate and contractual assets.
- Negotiated M&A activity spanning acquisition and divestitures for non-core business units/assets.
- Achieved annual interest savings, through a highly efficient multi-currency cash pooling system, of US\$ 3m, allowing cross-company treasury standardization.
- Created and developed a diversified investment portfolio that exceeded US\$ 75m, which enabled increased returns, lower volatility, risk tolerance, and income needs. Built and managed several investment portfolios, both for the group and the family, which resulted in an excellent track record with successful exits, at end of holding period, and the promised IRRs.

Societe Generale De Banque (SGBJ) 2008 -2011

A Jordanian commercial bank, a subsidiary of SG group in France, with 16 branches and US\$ 200,000,000 in assets.

CFO /Deputy CEO

- Designed and implemented a Management Information System to administer various periodic reports for the Central bank and other regulatory authorities.
- Implemented a number of projects, including a new check clearing system, asset liability management reporting and cost of funds calculation policies.
- Successfully served as a member of the bank's Executive Committee and was involved in the coordination and planning of strategic initiatives.
- Ensured that requirements of Basel 2 were met and prepared the ground work for Basel 3 implementation.
- Responsible for all aspects of the finance, accounting, taxation, treasury, strategy and procurement functions as well as being the bank's primary representative in the maintenance of relationships with the regulators.

Programme Management Unit (PMU) - Water authority of Jordan/MWI Chief Financial Officer

Aug 2003 - Mar 2008

Thrifty Rent a Car & Leasing Solutions (Sadeem Group) May 2002 - Aug 2003 Finance Manager/Deputy GM

Kingdom Schools (subsidiary of Kingdom Holding Company-KSA) Financial Manager

2000 - Mar 2002

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| Bassam Trading Est./Hammadeh Drug Store Riyadh-KSA Finance and administration Manger | 1998 – 2000 |
| Atlas Investment Group (Currently the Investment Arm of Arab bank –Jordan) Financial Controller | 1996 - 1998 |
| Jordan Mobile Telephone Services (Fast Link Amman-Jordan) Billing system administrator -Financial Analyst | 1995 - 1996 |
| Motor Trade Company (Audi, Porch & VW Dealers – Jordan) Internal Auditor | 1994 - 1995 |

Freelance Consulting Projects

- Completed business process reengineering of a vertically integrated manufacturer, distributor and retailer of construction equipment (approximately US\$ 10m business). Return on investment was more than 150% within twelve months.
- Restructured the office, systems and controls and repositioned the performance of Europe Car (Dubai) in connection with the owner's intent to sell. Valuation and negotiated the sale which resulted in the realization of double the initial asking price.
- Completed the needs analysis for an entirely new business system for a US\$ 50m wholesaler of food products with successful installation in less than twelve months.
- Business process reengineering for a US\$ 15m motorcycle dealership. Return on investment was in excess of 50% within twelve months.
- Participated in finalizing the conversion of Amman Public water utility into a public company (Financial model, financial structuring, and financial targets)
- Supervised the financial management of a BOT– AsSamra Wastewater treatment plant.

EDUCATION AND PROFESSIONAL DEVELOPMENT

- CHARTED WEALTH MANAGEMENT ADVISOR (CWM)– GAFM- INTERNATIONAL BOARD OF STANDARDS –USA 2017 .
- ACCREDITED FINANCIAL ANALYST (AFA)– GAFM- INTERNATIONAL BOARD OF STANDARDS –USA 2016 .
- A CPA – the Association of Certified Public Accountant International, UK -Associate 2015, Fellow 2016.
- Asset liability Management SOCGEN – SG group – Paris, France December 2009
- Regulatory framework – London school of Economics 2006
- **PPP** and **PSP** structuring, project finance and management – IP3 Institute –Cairo –Egypt 2006
- Preparing, Auditing Financial Models For **PPP** and **PSP** – SMI conferences /London -UK, (yearly specialized conference) 2005, 2006 and 2007
- Modeling in Project Finance – Amsterdam Institute of Finance – Amsterdam –Netherlands 2005
- Project Management – Amman Jordan 2005
- IFRS –Amman Jordan 2005
- Project finance, Grants, Service contracts, procurement and management –EU Delegation –Amman 2004
- Project financial Management, EU procedures for procurement and financial management – European commission – Brussels, Belgium 2003
- Bachelor of Economic & Managerial Sciences, Major Finance & Banking – Minor Computer sciences / Yarmouk University –Jordan 1994