



Business Crisis Management
Business Turnarounds Consulting
Family Offices & Asset Management
Corporate and private banking
Offshore company management and setup.
Due Diligence, Feasibility studies,
Financial modeling and business valuations.
Commercializing Public utilities
Through PSP, PPP & Management contracts (water sector)
Global Strategic Financial planning and analysis.
Financial & strategic planning.
P&L Ownership and management
Budgeting , forecasting and ad-hoc analysis ,
Performance monitoring & Benchmarking.
International ERP implementations
Organizational reengineering and execution
Merger and Acquisitions integration experience
Pre – IPO valuations

More...

SUMMARY DESCRIPTION

Progressive executive leader and operational strategist, trusted advisor with rapid career progressive and record of sound financial guidance in complex, globally charged setting demanding keen business acumen. Business & financial modeler combining finance professional competencies with commercial business strategic analysis and insight. Expert in Turn around management; enhancing profitability; developing strategic initiatives; cost cutting and growth enhancement. Building diversified investment strategies and wealth management experience, hands on experience on financial markets with a solid based relation with all private banking professional institutions. Strong commercial skills, Currently a CEO and managing partner of privately owned management consultancy company that provides transaction management services, turnaround management and investment advisory.

Experienced CFO, Chartered Accountant and Banker with a proven record of establishing Cross-Functional partnerships to deliver stellar result. Agile, global strategic leader driving operations within marketing, sales, analytical and business development areas in premier companies. Accountable for multi-millions dollar budgets and allocating resources to exceed profits and sales targets. Particularly adept of streamlining, reorganizing and leading large, global staff productivity.

ACCOMPLISHED AREAS OF RESPONSIBILITY

Business advisory: always involved in the core business operations, Detailed business analysis that include but not limited to: SWOT Analysis, sales and customer analysis, performance measurement, Overall management and Boosting performance, business planning, determining Key growth areas and Exit areas or line of business. Drafting operation plans and performance indicators, Turn around management and profit enhancement.

Financial Reporting: leader of accurate and timely financial communications and reporting including; create/enhance financial policies and internal accounting and management controls, key success factor reporting for the executive team and organization; board of director/venture capital reporting and communications, reporting packages for primary and subordinated debt lenders including debt covenant compliance; financial press kits and press releases; web site and email communication

Finance: P&L Ownership and management, Budgeting, Forecasting and ad-hoc analysis Experience in Capital / Equity, Funding, M& A External Debt. /Bank Relations.

Business Plans/Recapitalization: Responsible for successfully leading recapitalizations and financings ranging from \$8 million to \$165 million.

Strategic Planning/Budgets: development of strategic plans and annual budgets and translation into weekly A, B, C priorities with measurement of actual vs. plan and appropriate action on positive and negative variances.

Profit Improvement/Re-engineering: Revenue growth, margin improvement, cost rationalization, asset management and associated compensation plan design.

Investment portfolios, Derivatives and alternative investments: proven track record of building and managing investment portfolios.

Mergers and Acquisitions: locating relevant candidates, due diligence, valuations and purchase price rationalization, contract negotiations, integration.

Valuation and financial modeling: Build 10 years financial forecast models, valuations using DCF and equity method.

Privatization and Commercializing public utilities: Hands on experience on PSP, PPP, BOT and management contract; from terms of reference at inception throughout Financial modeling till deliverables and performance based monitoring.

Human Resources: HR policies and manuals , staff productivity measurements and utilization ,benefit administration, risk management, performance evaluation systems

Legal: Strong Legal knowledge to negotiate, draft commercial and corporate contracts.

INDUSTRY EXPERTISE

Banking: Treasury, Back office management and supervision, compliance, corporate and retail; banking management, Basel 2& 3 implementation, Cost of Fund management and monitoring by ALM, and private banking

Multi-Location Retail and foreign Exchange companies: Sharaf Exchange, Goodyear, Restaurants, electronics (Sharaf DG), Fashion (Forever 21 and others).

Shipping and logistics : Fleet of vessels at Sharaf shipping , several companies of warehousing and logistic services in UAE , KSA , India , Pakistan and south Africa and others

Transportation: Car Dealership (Audi, Porsche and VW), Car rental and leasing companies (Thrifty, Europe Care and Dubai rent a car). Land transportations fleet management.

Manufacturing: several plants in the group including Construction Equipment, food, Gas Cylinders and others.

Distribution: Auto Parts and accessories, Consumer Products, Food

Communications: Billing analysis for FastLink (currently Zain) the biggest mobile service provider in Jordan.

Real Estate: Site development, management and marketing of residential construction; site selection and development of retail stores and warehouses.

Family Offices, Investment and Private banking : Managing and advisory of Investments portfolios , family office investment planning and setup , Trust companies , International Real-estate , Bonds , Stock market and Commodities investment .

Consulting Projects

- Complete business process reengineering of a vertically integrated manufacturer, distributor and retailer of construction equipment. Return on investment was more than 150% within twelve months. The size of this business was approximately \$10 million.
 - Repositioned the performance of Europe car –Dubai Company in connection with the owner’s intent to sell. Negotiated the sale which resulted in the owner realizing double the initial asking price.
 - Completed the needs analysis for an entirely new business system for a \$50 million wholesaler of food products. The timeline from start of the analysis to successful installation was less than twelve months.
 - Business process reengineering for a \$15 million motorcycle dealership retailing and servicing new and used bikes, retailing general merchandise, apparel and replacement parts. Return on investment in excess of 50% in twelve months.
 - Restructured the office, systems and controls for a \$15 million excavating company. A primary part of this engagement was teaching the founding owner’s son how to take over running the company. The company continues to be very successful led by the son who is the President.
 - Participate in finalizing converting Amman Public water utility into a public company (Financial model, financial structuring, and financial targets)
 - Supervising the financial management of a BOT– AsSamra Wastewater treatment plant.
 - Study papers on tariff with relation to cost recovery, energy cost in relation to unit cost and cost cutting strategies for utilities in the water sector
 - Promote analysis and assess **PSPs** Initiatives from a financial point of view in stages from inception to procurement and after operation monitoring. Examples "but not limited to": pre-financing arrangements, Feasibility financial negotiations, Financial closure ,financial performance and advice on Financial viabilities, evaluate proposed Business Models and act as a source financial advice on **PSPs** Initiatives.
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