**Elhadi Ahmed Ali, CMA, MCSI**

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**Chief Operating Officer | Chief Financial Officer | Finance Director | Business Acumen | Performance driver | Motivator**

**Profile Summary**

Certified Management Accountant CMA, with a broad set of transferable skills that is applicable across different sectors and roles.

Senior Executive with extensive management experience in investment banking operations with an emphasis on change management, business restructuring, IPO, M&A and business combinations transactions.

Expert in financial planning, business strategy, providing financial advisory on capital investments, capital expenditure, enforcement of budgetary controls, financial reporting, treasury, design of effective processes, procedures, continuous improvement in internal controls. Financial business partner and hands-on leader with extensive board room experience and investors relations.

Bilingual, a culturally aware manger with unique leadership capabilities and management skills to handle complex situations and dealing with people from diverse backgrounds. Consistently able to collaborate, lead, monitor, motivate teams, and instill a common vision to inspire and influence people to do the best that they could do and strive to bring positive change and excellence in everything

**CORE COMPETENCIES**

* **Technical skills**: Accountancy, finance, financial data analysis, corporate tax planning, strategic business planning, project management, budget and forecasts, regulatory examination, auditing, compliance, due diligence, corporate governance, risk management, HR, customers’ service, and business development.
* **Interpersonal skills**: Strategic thinking skills, flexible, adaptable, collaborative, creative, decisive, highly organized, problem solving skills, analytical skills, attention to detail, time management skills and ability to work under pressure.
* **Excellent communication skills**: Written and verbal in English and Arabic and technical writing.
* **MS Office applications:** Microsoft Excel, Word, and PowerPoint presentation.
* **Enthusiastic achiever**: Result-driven with a proven track record of profitable IPOs, millions of dollars in private placement, 30% cost reduction, 20% dividend, and awards winner.

**PROFESSIONAL EXPERIENCE**

**General Manager** | **Chief Operating Officer** | **Al Maha Financial Services LLC, Oman Nov 2009 - Present.**

Reporting to the Board and providing insight on strategic business plans and business development. Provide oversight on corporate strategy; manage shared services including finance operations, business operations, IT, performance measures, and financial results. Provide oversight on strategic planning and performance management. Establish a positive work culture to foster employee engagement. Provide guidance on:

**Industry knowledge**: Investment banking, brokerage, market insight, corporate research, asset management, portfolio management, investment strategies, investment management, fund management, fund administration, financial analysis, M&A, and corporate finance.

**Strategic direction**: Managing corporate business strategy development, acquisitions plans, budgeting and financial forecasting, business intelligence, creating a new focus, identifying new businesses, goal setting, performance management, setting KPIs, developing financial policies, documentation of process flows, procedures, innovation and cost-effective solutions.

**Risk management**: Skilled in predicting threats and problems before they occur. Ability to build a disaster recovery plan, risk analysis, and SWOT analysis to identify risk mitigation tools, reduce its impact and protect the company’s assets, resources, and its image.

**Human resources**: Engaging in recruitment processes, ability to mote, mentor, influence, and coach.

**Regulatory requirements**: Oversee legal affairs to ensure that the company complies with all legal and regulatory requirements. Proficient in drafting contracts, knowledgeable of corporate laws, tax regulations, capital markets regulations and other legal issues affecting the industry.

**ACHIEVEMENTS:**

* Played a key role in diversifying the business, and positioning the company among the Top10 in its industry within a short time from its incorporation. This is as per Muscat Securities Market ranking.
* Implemented ERP systems that led to a 20% reduction in OH over 3 consecutive years and continues.
* Managed a new issue via a private placement of one of the SME funds in Oman with a size of $250m.
* Created a streamlined, less bureaucratic structure, successfully reducing the workforce by 15% without disturbing the operations or customer experience and service levels.

**EVP Finance and Administration**| **Chief Financial Officer CFO**| **Compliance Officer**| **Internal Auditor**| **Financial Controller**| **The Financial Corporation Company SAOG Fincorp. Nov1994 to Oct 2009**

Joined as a finance manager and promoted rapidly 4 times in 15 years to EVP position. Reporting to the Chief Executive Officer CEO and engaged in providing oversight on overall shared services including financial reporting, finance operations; cost management and control, financial management, HR, information technology IT systems and administration function. The broad scope of authority included:

**Financial leadership**: Built and led an efficient finance department and back-office operations. Ensured smooth operations of the finance and accounting department as per the standards and accepted financial principles and vision. Ensured the accounting record keeping meets the requirements of the regulators, and auditors.

**Financial management**: Monitored working capital, capital budget, cash flow planning, and resource allocation. Ensured that the Finance department supporting the business at a strategic and operational level.

**Financial Reporting**: Provided oversight on the issuance of annual reports. Accountable for the integrity and the reliability of financial reporting, financial information and MIS and reliable financial reports to the CEO, Board of Directors, and Executive Committee to support sound decision making, bottom line and compliance.

**Internal Audit and Compliance**: Supervised the preparation of the company’s procedures manuals. Assisted the management by monitoring effective compliance and financial controls and responded to regulatory requirements including annual financial reporting, quarterly reporting, capital adequacy, and corporate social responsibility.

**Business partnership**: Build relationships with banks, lawyers, external auditors, vendors and government.

**Company Secretary**: Secretary to the Board of Directors, and the Audit Committee, AGM, and EGM meetings.

**ACHIEVEMENTS:**

* Managed an IPO as a project leader working financial due diligence and closely with the CLO, regulators, and banks. The IPO exceeded the target levels and generated a net profit of over $ 2 million in 3 months.
* As a CFO and in partnership with the corporate finance team, and other C-Suite officers at the company played a key role in positioning the company for a successful tri merger.
* As a CFO managed to reduce cost by 30%. Fincorp distributed 20% cash dividends for the first time.
* Achieved compliance with all external reporting authorities, CMA and statutory audits.
* The Company was awarded for the best corporate governance while I was serving as Compliance Officer.
* In collaboration with the CEO, closed an acquisition of a real estate organization. From due diligence documentation through project completion. This investment sold after 4 years at a profit exceeded 100%.

**EARLIER YEARS EXPERIENCE**

**Chief Accountant** | **Al Omani Institute for Vocational Training, Muscat, Oman.**

Managed finance and accounts: including budgeting and forecasting, cost analysis and control, cash management, financial statements, general accounting, general ledger, transaction processing, pricing and billing, financial records keeping, balance sheet, variance analysis, accounts payable and account receivables, fixed assets, payroll processing, expenses payments and reimbursement approvals, bank reconciliations, monthly reports, reporting to management to enhance decision making, etc.

**Senior Auditor** | **Ernst & Young (Erstwhile Arthur Young Int.), Khartoum, Sudan.**

Gained extensive experience and training at AY, which was one of the Big 4.

**EDUCATION AND CREDENTIALS**

CMA, Certified Management Accountant, Institute of Management Accountants IMA, USA, 2007.

Bachelor Degree in Business Studies, Accounting, Sudan University of Science and Technology, 1987.

MCSI, Member, Chartered Institute of Securities & Investment, London, UK.

**TRAINING AND CPE**

As a CMA, kept up with the continuous educational at IMA Leadership and CPA Academy by attending webinars on IFRS, US Generally accepted accounting principles GAAP, SOX, Tax, VAT, SAP, Leadership, Crypto-currency, Business mathematics, Ethics, IT Securities, etc.

As a CISI member completed refresher courses in: Money Laundry, financial planning, corporate governance, corporate finance, stock market regulations, foreign currency, etc.

**PERSONAL INFORMATION**

**Nationality:** Irish and Sudanese **Date of Birth**: 01 January 1963