

Emad Adeen Al-Massri

Zahran Holding Company
Riyadh, KSA
Mobile 00966 54 86 56 66 7
E-mail: emad.almassri@zahranom.com

Personal Information

- Marital status: Married; 4 kids
- Nationality: Jordanian (9761000980)
- Date and place of birth: March 14th, 1976
Amman, Jordan
- Saudi resident document (Iqamah) (2249472727)

Education

- Master's degree in Accounting and Finance
The Hashemite University
2005-2007
- Bachelor's Degree in Accounting
An-Najah National University
1994–1998

Experience

Zahran Operation and Maintenance

Riyadh, KSA

Chief Executive Officer

September 2018 - present

Responsibilities

- Supervise and control all strategic and business aspects of the company.
- The first in command for giving the proper strategic directions, managing over 30k human force.
- Spotting the "big picture" in a variety of settings and take actions that enhance the company's cash flow while keeping the human factor in perspective.
- Build trust with key partners and stakeholders.
- Develop high quality business strategies and plans ensuring their alignment with short-term and long-term objectives.
- Lead and develop a high performing managerial team to motivate and advance employee engagement.
- Oversee the day-to-day operations and business activities to ensure the accomplishment of the desired results with consistency to the overall strategy and mission.
- Assess the company's external and internal risks and develop mitigating plans.
- Take quality decisions to advance the business and increase profits while protecting the company's internal culture and cohesion.
- Enforce adherence to legal guidelines and in-house policies to maintain the company's legality and business ethics.
- Maintain a deep knowledge of markets and industry.

Fainance Manager

2009 -2011

- Managing and supervising the timely preparation of statutory books of accounts, financial statements, and annual reports in compliance with prescribed accounting standards.
- Obtain and maintain a thorough understanding of the financial reporting and general ledger structure.
- Ensure an accurate and timely monthly, quarterly and year end close.
- Ensure the timely reporting of all monthly financial information.
- Assist the controller in the daily banking requirements.
- Ensure the accurate and timely processing of positive pay transactions.
- Ensure the monthly and quarterly bank compliance activities are performed in a timely and accurate manner.
- Support budget and forecasting activities.
- Monitor and analyze department work to develop more efficient procedures and use of resources while maintaining a high level of accuracy.
- Advise the staff regarding the handling of non-routine reporting transactions.
- Respond to inquiries from the director of finance, controller, and other finance and firm wide managers regarding financial results.
- Work with the controller to ensure a clean and timely yearend audit.
- Supervise the general ledger group to ensure all financial reporting deadlines are met.
- Provide training to new and existing staff as needed.
- Support the controller with special projects and workflow process improvements.

Zahran Holding

Riyadh, KSA

<i>Head of Treasury Department</i>	2008 - 2009
<i>Treasury Manager</i>	2011 – 2012
<i>Group Financial Controller</i>	2012 - 2016
<i>Group Chief Financial Officer</i>	2016 - 2018

Responsibilities

Financial Accounting

- Ensure the preparation of timely and accurate monthly management accounts and reports for operational management.
- Responsibility for all journals and final GL balances including review of month end balance sheet reconciliations and control accounts.
- Ensure the accuracy and integrity of the Group's accounting records and financial systems.
- Production of statutory accounts for the Group and its various subsidiary companies as and when required in accordance with the relevant accounting principles and the legislation of the countries in which they operate.
- Play a full part in providing relevant and timely financial information to the Main Board to enable a balanced and objective assessment of the Group's strategy and objectives.
- Preparing Group's consolidated and combined financial statements.

Budgeting & Forecasting

- Preparation of budgets, forecasts, and business plans and continued monitoring and review of performance against them to enable robust reporting of variances to the Board.

Financial management & controls

- Effectively manage the working capital components of the Group with specific attention to stock, debtors and cash balances
- Active management of overheads whilst seeking out areas for efficiencies for savings.
- Overseeing monthly processing of payroll and payments to employees
- Review and update, in line with good practice, the Group's internal control environment and produce a Controls and Procedures manual for review and adoption by management to assist the finance director in respect of periodic reports to the Group's Audit Committee explaining the processes adopted and undertaken by management to keep under regular review the effectiveness of internal controls covering financial, operational and compliance controls.
- Play an active role in assisting management in the risk assessment process and embedding a risk management culture throughout the organization.

Taxation (Zakat)

- Development and execution of the Group's Zakat and taxation strategy.
- Directly involved in financial statements reengineering to compliance with Zakat regulation in purpose to avoiding any additional cost related to Zakat.
- Review and approved electronic Zakat declaration for all companies.
- Development and execution all Zakat issues including replying Zakat's inquirers, Objections letters, attendance and representative the company with Zakat comities.

Cash Management

- Directs cash management operations to include daily cash administration, management of current accounts and bank relations.
- Reviews and drives improvements in cash management, ensuring financial obligations are met in accordance with the company policies and procedures.
- Monitors cash transactions to ensure that bank account balances to the report and any unusual items are investigated.
- Forecasts, monitors, and tracks cash flow (weekly, monthly, quarterly).
- Prepares cash flow reports and identifies and evaluates variances.
- Monitoring all treasury department transactions.
- Managing banks transactions and facilities by reviewing and control facilities limits, engaged with banks on timely basis to review and renewed facilities agreements.
- Managing budgets and conducting variance analysis to determine difference between projected and actual results and implementing corrective actions for each project individually and for all the company (consolidation).
- Responsible for directing and coordinating the work of several accounting associates in all aspects of accounting including general ledger, cash and banks, treasury duties, accounts receivables, accounts payables, fixed assets, inventory, accrual and prepaid accounts, office expenses and capital project costs and payroll.
- Directly engaged in subsidiaries financing requests, approved, and manage accordance to projected and actual group cash flow.

Other responsibilities

- Review and finalize Zakat and Zakat planning, reengineering, and follow up for all group companies.
- In charge of the end of year closing and financial statements preparing (consolidation and combined), and directly engaged with external auditors' duties. Last dealing with (E&Y, Talal Abu Ghazaleh).
- Provide financial and investments analysis to support investments decision.
- Experience in leading and managing engagements in one or more of the following areas: business valuations, due diligence, financial feasibility studies and financial advisory services.
- Support CFO Group in the valuation process of merger and acquisitions by analysis of companies' financial information.
- Evaluate investment plans and budgets for new projects and make assessment on funds requirement and return on investment.
- Follow up projects budget and sales plan (real estate projects: Lamar tower, Infinity tower, ZBC tower) and reported for management.
- Study and analysis financial statements to determine the need of fund resources and amounts.
- Managing the cash inflow and outflow and preparing cash flow statements.
- Study and analyze facilities agreements for the whole group and reporting for higher level of managements.
- Participate in prepare business plan for Zahran Holding Company, Al-Joudah Contracting, Amwaj international, Lamar Tower,
- Control and manage all subsidiaries and affiliates cash flow and facilities.
- Control banks settlements and negotiated facilities elements.
- Set and maintain internal accounting policies and procedures within the departments.
- Coordinating new enterprise resources system.

Arab Bank Plc.

Amman, Jordan

Financial Controller

Head Office

2005 –2008

Responsibilities

- Prepare financial projections to support overall bank strategic plan.
- Co-ordinate the annual planning and budgetary process for all departments, highlighting financial implications of activities as profit/cost centers.
- Follow up the budget of Head Office Departments (HOD) and analyze variances.
- Provide full and regular reconciliation of the bank's financial position in terms of cost, income, profit and loss accounts, and balance sheet.
- Prepare/provide management information reports on key performance indicators on a regular basis as well as ad hoc reports as requested.
- Feasibility study and analysis for new bank's projects.
- Producing management reports on time.
- Safeguarding the assets of the bank.
- Effective implementation of policies and procedures.
- Participate and make recommendations for improving electronic systems to facilitate working procedures.

Senior Relationship Officer

Russiefeh Branch

1998-2005

- Sales team leader.
- Controlling and planning to achieve the targets.
- Sharing in retail departments search and case studies.
- Participating in retail projects as coordinator.

<u>References</u>	Upon request
<u>Qualification skills</u>	<ul style="list-style-type: none">• Analytical and planning skills.• leadership and interpersonal communication skills.• Strong background in accounting and financial analysis.• Strong knowledge of International Accounting Standards and International Financial Reporting Standards.• Skilled in using Microsoft Office systems and any accounting and statistical programs