

CFO

Finance operator with 20+ years in corporate finance, fundraising, M&A and restructuring, the last twelve leading finance teams in high-growth companies across the GCC and Europe. Raised over \$80M in equity and debt, took a consumer-tech scale-up through a SPAC merger to a US listing, and restructured a mobility company to positive cash flow. CFA charterholder.

EXPERIENCE	AT EXECUTIVE LEVEL	LARGEST TEAM	LARGEST ANNUAL BUDGET
20–25 years	10–15 years	Under 10 people	Over \$250M

KEY EXPERTISE

Growth & commercial

Growth strategy New market entry Pricing & profitability
Sales pipeline & forecasting

Operations

Process & cost redesign Supply chain & procurement

Finance & capital

Cash flow & working capital Financial reporting & controls
Budgeting, planning & forecasting Fundraising & investor readiness
M&A, due diligence & exit preparation
Audit, tax & compliance readiness
Finance systems (ERP) implementation Restructuring (cost and tax)

Leadership

Build the function from zero Turnaround
AI in the function's workflow

SELECTED MISSIONS

Acting CFO

Advisory · GCC

Acting CFO of a GCC advisory firm, leading M&A and cost optimization.

Closed \$15M in private debt to support the company's expansion plans.

CFO

Smart mobility · GCC

CFO of a GCC smart-mobility tech company funding its growth and fleet expansion. Renegotiated the contract with a key supplier to lift gross margin by 1.4 points and secured \$4M in venture debt and asset-backed financing for the fleet.

Implemented a restructuring plan that saved \$1.2M and turned cash flow positive.

VP Finance

E-commerce · GCC

Ran finance for a GCC e-commerce start-up in fashion retail and beauty. Designed the finance and procurement policies and procedures and rolled out an Oracle NetSuite ERP that fully automated the revenue and procurement cycles.

Raised over \$30M in shareholder financing to launch and scale its operations.

HAS OPERATED IN

Industries

Fintech & payments
Media & entertainment
Professional services
Retail & e-commerce
Smart mobility
Technology & software
Telecom

Company stages

Corporate / listed
PE-backed
Scale-up
Startup

Company size

50 to 250 people

Company revenue

Up to \$250M

Markets

Egypt
Europe
GCC
Levant

ENGAGEMENT

Formats

Fractional, Advisory

Pricing

Hourly, Day rate, Monthly retainer, Project fee

Works

Remote, on-site, open to travel

Based in

Dubai, United Arab Emirates

Languages

Arabic, English

VP Finance

Consumer tech · GCC

Led the finance team of a regional consumer-tech scale-up through its public listing in the US: closed a SPAC merger that raised \$43M in equity, secured \$16M in non-dilutive government grants and, after a sell-side due diligence, \$10M in convertible debt from regional investors.

Set up SEC-compliant finance policies and restructured tax, cutting tax payables by 80%.

Finance Manager

Telecom & fintech · Europe

Led the finance team of a European telecom start-up through its pivot to fintech. Managed the regulator's due diligence and approval process for the new fintech products.

Deployed a cloud-based SAP Business One that raised the finance team's productivity by 40%.

EDUCATION

Degree

MBA; Bachelor of Business Administration

Certification

Chartered Financial Analyst (CFA), charterholder, CFA Institute, 2014