**JOHN MORAES** 

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RESIDENCE: DUBAI

## PROFILE

Accomplished and result driven Financial Controller with 24 **years** of progressive experience in **large corporates & MNC’s.**  Pleasant personality, known for commitment to achieving high levels of accuracy, possessing ethical work standards, as well as strategic organizational, analytical and interpersonal skills. Adept at increasing work process efficiency and profitability. Experienced in diverse commercial environment encompassing **manufacturing, FMCG, Events & Exhibitions/Conferences, Travel, Leisure F&B, Retail, Media and Interior Décor services** across **EMEA region;** can work effectively as a team player or lead a team to achieve objectives.

## SKILLS AND CORE COMPETENCIES

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|  Financial & Strategic Planning |  IFRS monthly financials |  SOX Compliance & Handling Audits |
|  Budgets & Revenue Forecasting |  Project Finance management |  Financial reporting & analysis |
|  Negotiating with Banks/FI's |  Working Capital Management |  Policies and Process Improvement |
|  SAP/MFG-PRO ERP Implementation |  Principal and Brand analysis |  Effective Interpersonal Skills |
|  VAT, Payroll & Admin |  Performance Management / KPIs |  Start-up operational Finance |

## EMPLOYMENT HISTORY

**Financial Reporting Manager, ME, reporting to the EMEA Financial Controller, UK**

**GES Global Experience Specialists LLC, Dubai, UAE - Aug 2018 – Oct 2019**

*GES is the biggest exhibition and events company in the Middle East, having a turnover of AED 86m annually*

Key Responsibilities:

* Preparation of periodical financials, analysis and reporting by stream on Blackline/Hyperion/Sharepoint
* Overseeing and guiding Payables, Billing and Collections teams in Dubai and UK
* Manage Planning, Budgeting, Forecasting, Cashflow, Payroll, Intercompany and VAT returns
* Spearheading implementation of IVR payment gateway solution
* Reviewing SOX compliance controls, handle audit requirements and audit queries
* Recovered past dues collection of 2 years prior to joining
* Developed and managed relationships with internal and external stakeholders, assisted in new business proposals
* Managed project finance and reports, driving phase completion and approvals from clients
* Managing ME Finance team, evaluation and ongoing training, identifying areas of improvement

**Partner at retail F&B venture in Pune, India**

**Coronation Café and Bakery - - July 2016 - Feb 2018.**

Key Responsibilities:

Managed operations and finance, accounting, reporting, payroll, vendor/revenue management.

**Financial Controller, reporting to Executive Director, Finance, MENA**

**Brand Union ME, A WPP Company, Dubai Media City, UAE - Jun 2010 – May 2016.**

*The Brand Union is a premier Branding Agency in the Middle East, having created and globally marketed brands such as Emaar, Limitless, Aldar Sorouh, Mubadala, Al Hilal Bank, Abu Dhabi Ports Company, Qatar National Bank, Ooredoo, Reckitt & Benckiser, Kwality Ice Cream, Riyad Bank, MAF, Dubai/Sharjah RTA amongst many others.*

Key Responsibilities:

* Prepared periodic financials and consolidation as per IFRS and reporting on SAP Business Objects, in-depth analysis of reports including recoverability, chargeability and profitability.
* Managed Budgets, Capex, weekly rolling Forecasts, Payroll (WPS), Intercompany reconciliations, Insurance, GL, WIP, vendor and client management, involved in strategic decision-making.
* Prepared Project costing, performance reports, recoverability and profitability reports, assisting with BizDev on preparing and negotiating new proposals, arranged guarantees/bonds, driving phase completion, liaised with clients on project delivery, maintained project records and documents, overseeing timely invoicing per completion of project phase, and disbursing and collecting payments.
* Responsible for SOX Compliance – managing SOX audit and Statutory audits and clearing queries successfully
* Coordinating with SQL team for creating new reports and maintaining Salesforce
* Leading Finance Function, Training and mentoring team of four, and overseeing HR/Admin/Office Mgmt

Key Achievements:

* Achieved consistent ‘Green’ status on SOX compliance, and resolved Statutory audit queries successfully
* Created a project costing template for use in all new business proposals and contracts
* Implemented Online Banking & WPS payroll system
* Successfully managing the finance function in the absence of the Executive Finance Director

**Manager, Finance & Accounts - Events & Interiors**

**Designlab LLC, DIFC, Dubai, UAE - May 2008 – Jun 2010.**

*Designlab is a start-up innovative interior design and contracting at the forefront of the latest trends and styles with a clientele including DIFC, Sharjah Executive Council, AUH Royal Family, etc It also has an Events Division primarily handling events such as Royal Family weddings in the UAE & Arab World*

Brought in to Designlab to streamline the accounting process and establish procedures, responsible for entire finance function and reporting, payroll, DIFC compliance regulations, handling audits and mentoring junior staff.

Key Achievements:

* Successfully managed finance and procurement for large projects single-handedly
* Implementation of Accounting & Reporting, and Procurement Procedures, and Peachtree by SAGE
* To date have saved the company over AED 1mil on procurement through negotiations

**Management Accountant**

**Informa Middle East, Dubai, UAE - Mar 2005 – May 2008.**

*Informa plc (*[*www.informa.com*](http://www.informa.com/)*), is the largest publicly owned organiser of exhibitions, conferences, events and training courses worldwide with an output of over 10,000 events annually.*

Joined as Credit Controller, managed financial operations, and led the SAP implementation team

Key Responsibilities & Achievements:

* Exhibition/Conference Budgeting, Accounting and MIS analysis Reporting – Local Mgmt and Group HO (London)
* Liaising with Exhibition Managers and Directors, internal teams, local and international clients
* Led the team in the data migration, planning & implementation of SAP and CODA accounting systems & identifying training needs for the Accounting Department.
* Managed a department of five, provided leave cover for Finance Director & Payables accountant
* Took over Credit Control function in the absence of a formal department, turning the collection of money around, ensured complete funds collection from clients prior to events

**Finance Executive**

**MMI LLC, Dubai, UAE - Jun 2001 – Mar 2005 (*Emirates Leisure Retail; MMI Travel Centre)***

*MMI* *is a dynamic marketing, sales and distribution organization, headquartered in Dubai with joint ventures options in Oman and Abu Dhabi*

Key Tasks:

**ELR**: Entire accounting and reporting, outlet-wise P&L and consolidation, cost control, outlet cash and stock checks,

**MMI Travel**: Revenue management, GL reconciliations, E-travel ERP implementation, airline refunds, BSP reporting, Sage admin.

**Executive Accountant**

**Thani Murshid Unilever LLC, Abu Dhabi, UAE - Jun 1995 – May 2001 -**

*Distribution of personal care products, soaps, detergents and batteries; distribution of food products including Beverages, tea, soup, macaroni, sauces and condiments.*

Key Tasks: MFG PRO Implementation, Inventory forecasting & management, credit control, AR/AP/GL management, credit control and new customer/vendor feasibility reports, worldwide principal and brand analysis and reporting.

**Senior Accountant**

**The Bombay Dyeing & Mfg Co. Ltd, Bombay, India - Jul 1993 – Jun 1995.**

*Manufacturers of projectile and airjet loom woven, greige, bleached, yarn and piece dyed, and printed dobby and fine count fabrics for bedding applications,*

Key Tasks: GL, AR and credit control management, Tax audit, Tax calculations and rebates.

**Junior Accounts Executive**

**Metal Box India Ltd, Bombay, India - Jun 1991 – Jun 1993.**

*Manufacturing metal containers and closures, flexible packages, paper products, hardware & engineering products*

Key Tasks: AR/AP/GL management, bank reconciliations, Imported raw materials management, Excise Duty and Tax calculation, payroll.

## PERSONAL DETAILS

* Nationality: Indian
* Marital Status: Married, with one daughter.
* Visa Status: Residence, transferable upon request

## INTERESTS

Sports, Travelling, Photography, Sketching and Music

## EDUCATIONAL QUALIFICATIONS

* St. Xavier’s College, Bombay University - **Bachelors of Commerce (B. Com) 1991 – (***Financial Accounting & reporting, Auditing, Taxation, Industrial Psychology & Organizational Behaviour, Industrial Organization & Management***)**
* Pearson BTEC Level 7 Extended Diploma (Masters) in Business Strategy Management and Leadership Management in June 2020.
* MBA from Cardiff Metropolitan University, UK in June 2021.
* CIMA professional qualification (in progress).

## PROFESSIONAL QUALIFICATIONS

PMP certification issued by PMI, NJ, USA - valid up to Dec 16, 2022.

UAE VAT certification by Elegant Professional Training Institute, 2020.

## ADDITIONAL QUALIFICATIONS

* First Aid and Team Building by Unilever Group
* Know Your Customer**,** Improved Team Building and Communication Skills by Emirates Group.
* Mini MBA, WPP Anti Bribery and Corruption, and Ethics training by WPP Group.