



**AHMED DAWOUD**

## **Ahmed Mohamed Abd El-Fattah Ahmed Dawoud**

**Business Planning Analyst | Specialist – Strategy and Performance | Financial Planning Analyst**

Location: Dubai, UAE | Phone 1: +971-55-9595024 | Phone 2: +971-52-3070052

Email: ac.dawoud@yahoo.com

D.O.B: 22-09-1984 | Nationality: Egyptian | Marital status: Married

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### **Professional Summary**

Dynamic Business Planning Analyst with over 10 years of expertise in utilities, strategy, and financial performance management. Expertise in designing and implementing frameworks that align operations with corporate goals, delivering measurable improvements. Proficient in KPI development, achieving a 20% reduction in reporting cycle times through ERP SAP optimization and a 15% improvement in operational alignment via balanced scorecards. Adept at integrating financial analysis, data visualization, and workforce planning to enhance decision-making and ensure organizational success. Proven ability to manage cross-functional teams and engage stakeholders at all levels.

### **Reporting Lines**

Experienced in presenting actionable insights to Group C-level executives, supporting expansion strategies, and driving decisions with data-backed analysis.

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### **Core Competencies**

- Strategic Business Planning & Analysis.
- Strategic Performance Analysis.
- Balanced Scorecard Implementation.
- Corporate Performance Management & KPI Development.
- Data Analytics & Predictive Modeling.
- ERP SAP Integration & Optimization.
- Financial Forecasting & Budget Control.
- Financial Modeling, Cost Optimization, and ROI Analysis.
- Process Improvement & Change Management.
- Workforce Planning & Resource Optimization.

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### **Education**

**Bachelor's Degree in Accountancy**

**Faculty of Commerce, Benha University, Egypt**

- Focus: Finance, Economics, Marketing, and Business Management.

# Experience

## Business Planning Analyst

Etihad Water and Electricity – Dubai, UAE | March 2010 – September 2024

### Professional Experience

#### Strategic Planning and Analysis:

- Conducted comprehensive business analysis to support strategic decision-making, collecting and evaluating data from multiple sources to produce insightful reports on business unit performance.
- Developed long-term business plans considering regulatory requirements and sustainability goals, resulting in enhanced alignment with company objectives.
- Conducted feasibility studies and environmental scanning to evaluate development drivers and risks, providing benchmarks and analyses that supported key business initiatives and informed strategic planning.
- Assisted with the in-depth analysis of historical data through predictive/projection modelling to optimize opportunities for cost reduction or increase in revenues during the business planning process.

#### Balanced Scorecard Framework:

- Established and managed the balanced scorecard framework, ensuring that performance metrics were aligned with organizational goals and objectives.
- Developed and maintained a comprehensive set of KPIs for utility operations, regularly reviewing and updating them based on industry standards and organizational needs.

#### Performance Monitoring and Reporting:

- Implemented and managed balanced scorecard frameworks, ensuring alignment with organizational objectives and KPIs. Resulted in a 15% improvement in organizational alignment and enhanced clarity in performance expectations.
- Designed and maintained key performance indicators (KPIs). Conducted regular assessments, providing actionable insights to departmental heads for continuous performance improvement.
- Collaborated with cross-functional teams to identify and address performance gaps. Introduced targeted initiatives that contributed to a 12% increase in overall operational efficiency.
- Worked closely with different business areas to prioritize business information needs and data analysis requirements to measure and define key performance measures that drive actionable change.
- Define and review corporate performance measurement guidelines based on KPIs and initiatives.
- Conducted workshops to cascade KPIs across organizational units and foster alignment with Etihad WE's goals.
- Periodically evaluate corporate performance, identify gaps, and recommend corrective actions.

#### Data Analysis and Corporate Performance

- Drove initiatives within the business to ensure the quality of data available to aid timely and accurate analysis and interpretation of different strategic priorities for the business, ensuring constant upward trends.
- Provided exploratory analysis using various techniques, ranging from simple data aggregation to complex data mining, to discover patterns, meaningful relationships, anomalies, and predict future business outcomes and trends to support business improvement and decision-making.

- Analyze corporate performance results to identify trends and suggest enhancements.
- Support progress monitoring of strategic and operational initiatives to ensure timely project completion.
- Create and maintain dashboards with detailed performance reports using data visualization tools to present findings clearly to stakeholders.

### **Business Requirements and Process Optimization**

- Drive the identification and analysis of business requirements across multiple business units, leveraging real-time data to assess and improve underperforming system processes.
- Identified new process improvement opportunities that are in line with business strategy and drove change management.
- Monitor and optimize technical business processes, developing and implementing forward-thinking system prototypes to enhance operational efficiency and productivity.

### **Financial Analysis and Reporting:**

- Led the creation and monitoring of budgets, ensuring alignment with financial objectives and maintaining cost-effectiveness to support sustainable growth and operational efficiency.
- Conducted financial modeling, built business cases, and strategic scenarios with functional and departmental managers based on the current business profile to understand the impact of business initiatives on financial success.
- Prepared periodic management reports for circulation to team members and executives, providing insights into financial performance and strategic recommendations.
- Monitored and analyzed workforce-related data to support the development of the annual workforce budget, including position changes and vacancy management. Ensured timely completion of budget processes by collaborating with department heads, ensuring accuracy in workforce projections and budget control.

### **ERP SAP Utilization:**

- Utilized ERP SAP to extract, analyze, and visualize performance data. Implemented data-driven decision-making processes, leading to a 20% reduction in processing time and improved accuracy.
- Collaborated with IT teams to optimize the integration of ERP SAP with performance management systems, ensuring seamless data flow and accuracy in reporting.

### **Reporting and Communication:**

- Deliver monthly status reports to management, highlighting the impact of strategic initiatives, performance trends, and upcoming priorities in alignment with company goals.
- Facilitated regular performance review meetings with departmental heads, providing insights into KPI performance and collaborating on action plans for improvement.
- Create and maintain accurate documentation for both internal and external stakeholders, formalizing requirements and updating key information to drive system improvements.

### **Workforce Transition and Redeployment Planning:**

- Developed and managed workforce transition plans, including redundancies and redeployment strategies, to ensure organizational restructuring aligned with business needs. Collaborated with senior management to implement these plans, ensuring proper execution and minimal operational disruption.

## Notable Projects

- **Balanced Scorecard Framework Deployment**

**Objective:** Implemented a balanced scorecard framework to improve corporate performance tracking.

- **Strategic KPI Framework Implementation**

**Objective:** Established a performance measurement system to align departmental activities with Etihad WE's strategic goals.

- **Process Reengineering for Corporate Performance Efficiency**

**Objective:** Reengineered internal processes to improve the efficiency of corporate performance tracking and reporting.

- **Workforce Redeployment and Optimization Plan**

**Objective:** Developed a workforce optimization strategy to support organizational restructuring and enhance productivity.

- **Financial Scenario Analysis for Strategic Growth**

**Objective:** Evaluated financial scenarios to support business expansion and revenue growth initiatives.

- **Cost Optimization for Utility Connections**

**Objective:** Analyzed and reduced average connection costs for electricity and water services.

- **Real-Time Data Integration for Performance Management**

**Objective:** Optimized the integration of real-time data from ERP SAP into corporate performance systems.

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## Additional Experience

### Accountant

Scientific Center for Training Accountants and Computer Science – Mansoura, Egypt | July 2006 – Feb 2008

## Professional Experience

- Managed financial books and various administrative tasks to support the organization's financial operations.
- Utilized accounting software such as Peachtree and QuickBooks for accurate registration and management of accounts information.

## Responsibilities:

- Prepared journal entries, trial balances before and after adjustments, and managed accounts receivable and payable.
- Conducted bank reconciliations, prepared income statements, and generated balance sheets for clients.

Prepared profit and loss statements, monthly closing reports, and cost accounting reports to provide a clear financial overview.

## **Skills**

### **Technical Skills:**

- Advanced knowledge of Word, Excel, PowerPoint, ERP SAP, and other financial software.
- Familiarity with data visualization tools (e.g., Power BI, Tableau).

### **Analytical Skills:**

- Strong ability to analyze data and identify trends.
- Proficiency in modeling and forecasting.
- Conducting financial performance analysis
- Data interpretation and visualization

### **Problem-solving Skills:**

- Ability to identify issues and propose effective solutions.
- Creativity in developing strategic plans and financial models.

### **Adaptability:**

- Flexibility to adapt to changing market conditions and organizational priorities.
  - Open-mindedness to learn and apply new methodologies and technologies.
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## **Self-Appraisal**

As a seasoned Business Planning Analyst, I excel in driving strategic initiatives and enhancing operational efficiency within the utility sector. My expertise in ERP SAP and data visualization tools allows me to provide data-driven insights that inform critical business decisions. I have successfully implemented balanced scorecard frameworks and developed KPIs aligned with organizational goals, resulting in measurable performance improvements.

My strong analytical skills enable me to effectively communicate complex financial concepts to non-financial stakeholders, fostering productive relationships across various business areas. Committed to continuous improvement, I actively seek and implement process enhancements that support strategic objectives.

I am confident in my ability to contribute to any organization by leveraging my extensive experience in business planning, financial analysis, and performance measurement. My proactive problem-solving approach and dedication to excellence make me a valuable asset to any team.

**Best regards,  
Ahmed Dawoud**