

SHOHAIB MEHBOOB AWAN

ACA (ICAEW) · FCCA · SOCPA · CISI · CFA Level 1 Candidate

Senior Finance Leader | CFO · Finance Director · Head of Finance | Finance Transformation & Digital-CFO Profile

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Transferable Iqama (Saudi residency) — available on ~30 days’ notice, no sponsorship cost or visa lead time | Languages: English (professional), Urdu (native)

PROFESSIONAL PROFILE

Big-4-trained chartered accountant (ex-PwC) with ~10 years across audit, FP&A, corporate finance and shared-services leadership, now Head of Finance & Shared Services (Finance, HR, IT) for a Riyadh studio group. I pair IFRS-grade financial rigour with rare hands-on transformation depth: I architected and shipped my employer’s company-wide, AI-native operating system, embedding governance into every finance, HR and payroll process. I lead the finance-systems and AI-enabled transformation that 50% of CFOs now name their #1 priority for 2026 — and have already delivered it end to end. I scope and govern the transformation; engineers build. Track record spans media, real estate, manufacturing, FMCG and logistics, including a PKR 1.2 billion (~US\$8M) Series A equity raise.

FLAGSHIP — PRODUCTION COMMAND CENTER (PCC): COMPANY-WIDE ERP / OPERATING SYSTEM

Conceived, architected and delivered by me as Head of Finance & Shared Services — built for DNA Studio as its in-house operating platform, replacing scattered spreadsheets and disconnected ERP exports with one governed system.

- **Governance built into every module:** multi-company from the ground up, with approval workflows, separation of duties, audit logging and per-company data isolation — the consolidated, audit-ready control environment that CMA/Tadawul diligence and Vision 2030 governance now demand.
- **Finance:** GL, invoices, payments, VAT, AR/AP and financial reporting anchored to an ERPNext GL (“buy the core, build the edge” — disciplined build-vs-buy judgement, not over-engineering).
- **HR & Payroll + BD:** salary runs, GOSI, end-of-service, leave, loans and attendance — full Saudi statutory compliance digitised; plus a deal pipeline and full employee self-service.
- **AI-native:** in-app Copilot, an MCP server for safe AI access, and AI for document/OCR extraction, GL categorisation and anomaly detection — ahead of, not outside, the 2026 norm.
- **Scale (evidence of scope):** ~690 API endpoints · ~1,350 source files · ~100 business entities · bilingual EN/AR with RTL and Hijri/Gregorian discipline · Next.js 14 / Prisma / PostgreSQL, with a security audit and CI guardrail against insecure code.

CORE COMPETENCIES

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| ▪ Finance leadership & board/investor reporting | ▪ Finance transformation & ERP architecture |
| ▪ FP&A: budgeting, forecasting, modelling | ▪ AI in finance & business-process automation |
| ▪ Fundraising, valuation & due-diligence | ▪ Multi-entity consolidation & governance design |
| ▪ Internal controls, SOPs & audit readiness | ▪ VAT / Zakat / GOSI & end-of-service compliance |
| ▪ Treasury, cash flow & bank financing | ▪ SAP · Power BI · ERPNext · advanced Excel |

SELECTED ACHIEVEMENTS

- **Led the finance workstream on a PKR 1.2 billion (~US\$8M) Series A equity raise** — owned valuation, the 5-year model, investor materials and DD coordination (DD by EY), securing institutional capital.
- **Built DNA Studio’s entire finance/HR/IT shared-services function** — and architected and shipped the multi-company, AI-native operating system it runs on (see Flagship).
- **Stood up FP&A and core finance across 12 large-scale real-estate projects** — budgeting, cash flows and cost controls — and arranged term loans, RCF and working-capital facilities for the pipeline.
- **Drove two enterprise SAP implementations**, standardising controls and workflows, with Power BI dashboards giving real-time visibility across all 12 projects.
- **Ran reporting, tax and treasury for a multi-site FMCG group** — 4 factories, 6 depots, 1,600 employees — including a T-Bill / PIB / AMC / term-deposit treasury portfolio.

PROFESSIONAL EXPERIENCE

Head of Finance & Shared Services (Finance, HR, IT)

Jul 2024 – Present

DNA Studio • Riyadh • Media & Film Production

- Lead Finance, HR and IT as a unified shared-services function across a multi-entity studio group (DNA Studio, DNA Films, DNA ODOO), owning the full finance cycle, statutory compliance and governance.
- Conceived and delivered the Production Command Center (PCC) — the company's own multi-company, bilingual operating system — bringing Finance, HR/Payroll and Business Development onto one governed platform (see Flagship above).
- Embedded a control environment into daily operations — approval workflows, separation of duties, audit logging, per-company isolation — moving the group from spreadsheet-driven finance to institutionalised, audit-ready governance.
- Introduced AI into the finance function (OCR/extraction, GL categorisation, anomaly detection, in-app Copilot) to free the team for higher-value work; directed build-vs-buy strategy across the systems stack.

Manager, FP&A

Jun 2023 – Jul 2024

ALMA Group • Riyadh • Manufacturing, Telecom & MEP

- Led FP&A for a multi-sector group — investment feasibility studies, financial modelling, sensitivity and scenario planning to support capital-allocation decisions.
- Built forecasting models, business cases and cost-benefit analyses feeding budgeting; delivered monthly management reporting and variance analysis.
- Designed internal-control structures and SOPs, raising governance and process discipline across the group.

Deputy General Manager (DGM), Finance

Jun 2022 – May 2023

ZEM Group of Companies • Construction / Real-Estate Developer

- Led FP&A and core finance for 12 large-scale real-estate projects — budgeting, project cash flows, cost controls, tax planning and cost-optimisation.
- Drove the transition to SAP and deployed Power BI dashboards delivering real-time financial visibility across all 12 projects.
- Arranged bank financing across term loans, revolving credit facilities and working-capital lines to fund the development pipeline.

Manager, Compliance & Reporting

Oct 2021 – May 2022

Murree Brewery Co. Ltd • FMCG — multi-site

- Owned financial reporting, tax compliance and treasury for a multi-site FMCG operation: 4 factories, 6 depots, 1,600 employees.
- Built cash-flow and liquidity-planning tools; ran product costing and profitability analysis informing pricing; managed treasury investments (AMCs, PIBs, T-Bills, term deposits).

Manager, Corporate Finance & Planning

Jan 2019 – Dec 2020

Secure Logistics Group • Logistics & Security

- Played a key role in winning a PKR 1.2 billion (~US\$8M) Series A equity raise — led valuation, financial modelling and investor presentations, and coordinated due diligence (performed by EY).
- Built a 5-year financial model and business plan; supervised a group-wide SAP implementation; integrated operational KPIs into financial planning and reporting.

Senior Associate

Oct 2015 – Sep 2018

PricewaterhouseCoopers (PwC) • Big 4 — Audit & Assurance

- Delivered internal, external and forensic audits for multinational and large corporate clients; performed audit procedures and financial-statement reviews under IFRS.
- Prepared and reviewed tax returns, provisions and disclosures; identified discrepancies and control gaps with actionable recommendations that strengthened client controls.

EDUCATION & PROFESSIONAL QUALIFICATIONS

- **ACA — Associate Chartered Accountant** — Institute of Chartered Accountants in England and Wales (ICAEW), UK — Member
- **FCCA — Fellow** — Association of Chartered Certified Accountants (ACCA), UK
- **SOCPA — Member** — Saudi Organization for Chartered and Professional Accountants, KSA
- **CISI — Member** — Chartered Institute for Securities & Investment, UK
- **CFA — Level 1 Candidate** — CFA Institute
- **BSc (Hons) Applied Accounting** — Oxford Brookes University, UK