

Mohamed Felfoul



INTRODUCTION LETTER

MOHAMED MEHDI FELFOUL

Seeking a challenging position as a company board member with a reputable organization. Able to add strong decision-making skills, financial wisdom, and lead a team of professional in due diligence within the Finance/Accounting department, resulting in solid financial standing.

Introductory Profile:

My name is Mohamed Mehdi Felfoul, I am 48 years old with local and international experience. I am currently the Visionary Chief Financial Officer, with more than seventeen years of international experience including work in Canada & United Arab Emirates in various positions.

As a leading executive, I build and retain high performance teams by developing and motivating skilled professionals. I hold MBA and CPA degrees from the University of Quebec-Montreal (Canada) and have excellent knowledge of financial accounting, management accounting, cost accounting, and tax accounting. I have proven strategic and operational analytical skills associated with customer centered approach and highly effective communication, strengths sustaining my negotiation expertise and know-how.

I started my career teaching statistics, finance and accounting courses in bachelor and master (MBA) levels with 10-70 students. This experience improved my communication, presence, and leadership skills. It taught me how to take complex financial concepts and break them down into digestible material that inexperienced individuals could access and understand.

My next station was at National Bank of Canada as a Senior in Risk and Accounting departments. In this role I gained technical knowledge and refined my presentation skills.

The third role on my professional journey was in UAE as Chief Financial positions in the construction and gas field. My team management, budgeting, negotiation, and leadership skills blossomed with the position.

No matter where I am on the path, my goal is to find positions that allow me to support to my team, company, and senior management

Capacity of membership:

As a board member I will bring all my knowledge, experiences, and leadership to the team in an effort to bring fresh ways of thinking to the organisation.

I come with academic knowledge; numerous years of international experience, and diversity sectors. This skillset, combined with my commitment to support the company beyond the finance department, and offer my insight in all activities where I've had experience including: marketing, sales, operation, would make me a valuable addition to a team.

I am confident that I will be a strong asset for the board. I thank you for your consideration.



Mohamed Mehdi Felfoul
Chief Financial Officer
SERGAS GROUP



MOHAMED MEHDI FELFOUL, CPA, MBA

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BOARD APPLICATION: **INDEPENDENT MEMBER**

PERSONAL INFORMATION

CITIZENSHIP: **CANADIAN**

DATE OF BIRTH: **07 MAY 1974**

PRESENT RESIDENT: **ABU DHABI, UAE**

PROFESSIONAL PROFICIENCY LANGUAGES: **ENGLISH, ARABIC, FRENCH**

PROFILE

- Visionary and leading Chief Financial Officer, with more than seventeen years of international experience in different sectors. I build and retain high performance teams by empowering and motivating skilled professionals. I hold an MBA and a CPA from the University of Quebec-Montreal (Canada) and have an excellent knowledge of financial accounting, management accounting, cost accounting, and tax accounting. I have proven strategic and operational analytical skills associated with customer centered approach when solving problems.

CAREER ACHIEVEMENTS

- Developed and implemented an integrated reporting system of the group companies **generating timely and accurate information as well as analysis** to sustain prompt decision making.
- Revamped the budgeting process and the quarterly forecast adopting **dynamic template allowing automatic verification of formulas**. It enabled the group to efficiently meet its financial liabilities and commitments.
- **Reduced the bank fees by AED 2M** by optimizing the group cash balance and working capital management.
- Streamlined foreign currencies transactions generating a value of **more than 500K yearly** from FX rates.
- **Restructure the Finance Department** to establish a comprehensive organization and to enhance the efficiency and the effectiveness of the departments' services and responsibilities.
- Professional Directorship Certificate: **HAWKAMAH / GOVERNANCE**

CAREER GOAL

- Lead a team of professionals in Finance/Accounting department in a reputable organization evolving in a challenging environment.
- Exercise control and diligence for the exploitation of company finances in the best interest.
- Optimize expenses and maximize revenues to develop sustainable finances.
- Be an independent effective member of a renowned organization Board.

SKILLS HIGHLIGHTS

- Foresight Leadership
- Budgeting and Forecasting Expertise
- Coaching and Mentoring Capabilities
- Analytical Thinking
- Negotiation with Purpose Approach
- Investment Valuation Proficiency

SOCIAL AFFILIATIONS

Board member

of Nikayo Coble Education Solutions – Abu Dhabi

Treasurer:

Toastmasters International Basharia Club - Abu Dhabi

Member of committee

of parents in GEMS World Academy - Abu Dhabi

Board member

of Canadian CPA examiners (review and approve bank of exercises for CPA exams)
Montreal

Member and Treasurer

of the governing board of the Cardinal Leger School
Montreal - Montreal

PROFESSIONAL EXPERIENCE

► 09/2019 to Present - Sergas Group - Abu Dhabi

Chief Financial Officer

Established in 1988, SERGAS Group has its presence in the UAE, Oman & KSA. The Group provides customized solutions in LPG, SNG, NG and Medical Gas to a wide range of Industrial, Commercial and Residential Clients. SERGAS has executed over 2000 projects across GCC with a supply of more than 60 million liters of LPG annually.

- Permanent member of the Executive Management Committee
- Maintain effective communication and engagement with diverse stakeholders
- Perform risk management by analyzing the group's liabilities and investments
- Manage organization's financial affairs from a strategic perspective, financial control aspects and liquidity
- Provide financial strategic recommendations to the CEO and the Board
- Manage financial controls and accounting procedures and manage team of professionals (FMs, Finance teams and collection teams)
- Decide on investment strategies by considering cash and liquidity risks (PROJECTS & BOTs)
- Recommend and implement solutions to increase revenue and reduce costs
- I actively contributed to the facilitation of companies' merger, acquisition, and split-up projects
- Review and approve the monthly and annual financials

KEY ACHIEVEMENTS

- Enhancement of the budgeting system and process allowing time saving and increasing efficiency
- Improvement of the Cash Conversion Cycle by 20%
- Improvement of the Accounts Receivables Turnover by 30%
- Generation a value of more than 500K yearly from FX rates

► 03/2018 to 06/2018 - Galaxy Advanced - Abu Dhabi

Chief Financial Officer

Galaxy Advanced General Contracting L.L.C. was established in year 2004 as an MEP Sub-contracting firm. The company has undertaken many challenging projects and accumulated skills, know-how and experiences in design and build solutions, project management services, building trades and related engineering

- Put in place a communication system with clients and main sub-contractors
- Responsible for VAT production and submission to the Federal Tax Authority
- Support IT team to update the accounting system to integrate the VAT calculation and generate relevant reports

KEY ACHIEVEMENTS

- VAT reporting compliant with the set standards.

PROFESSIONAL EXPERIENCE

►11/2014 to 03/2018 - Silver Coast Construction & Boring LLC - Abu Dhabi
Chief Financial Officer

Since its inception in 1997, SCCB, based in Abu Dhabi, has retained its ever-growing presence to become one of the leading multi-disciplinary contractors. The company expertise ranges from Engineering and Design down to Execution and Take over

- Permanent member of the Executive Management Committee
- Monitor performance measures and KPIs to support the company's strategic direction and tactical corrective actions
- Manage the financial relationships with banks and main suppliers
- Responsible for issuing and approving all financial statements
- Lead and monitor financial plans, budgets, and forecasts
- Analyze insurance needs and negotiate contracts with vendors
- Oversee all payroll activity
- Review and approve finance team in performing duties related to booking accounts (payable and receivable, bank deposits and electronic bank transfers, journal entries, and purchase vouchers)
- Lead the setting up of the accounting and finance system (ERP system) and follow-up with IT on all the steps of its integration
- Involved in the selection of the payroll system to ensure the integrity of the information inputted

KEY ACHIEVEMENTS

- Reorganization of Finance Department to increase effectiveness and productivity
- Negotiation and finalization of bank deals that benefitted the company despite the market conditions
- Successful completion of the new IT system integration bringing efficiency in the daily book entry and report analysis
- Reduction of the bank fees by AED 2 M

►04/2009 to 11/2014 - National Bank of Canada - Montreal

The National Bank of Canada is the sixth largest commercial bank in Canada. It is headquartered in Montreal. It has branches in most Canadian provinces and serves 2.4 million personal clients.

►03/2011 to 11/2014
Senior Analyst

Accounting Department

- Consolidate the financial results of operations and produce management reports for the Executive Vice President
- Conduct financial forecasts and annual budget
- Analyse the IT costs of the operations sector
- Analyse, interpret financial data and explain the variances to the different regulatory authorities
- Act as a resource person for the integration and performance sector regarding all financial issues
- Support finance partner in various ad hoc requests and follow-ups of Business Cases
- Prepare monthly financial statements and different analyses of subsidiary accounts
- Produce the Financing-Inter-Sector report and its entries (F.I.S.)

KEY ACHIEVEMENTS

- Implementation of a budgeting system and process

PROFESSIONAL EXPERIENCE

► 04/2009 to 03/2011

Senior Analyst

Risk Department

- Produce reports and analysis on operational losses to senior management, Audit and Risk Management Committee and to the Operational Risk Management Committee
- Ensure the conciliation between the Ledger and the Operational Risk management system (ORM)
- Participate in the elaboration of the business line mapping to calculate the regulatory capital
- Build budgeting tool for the annual planning
- Conceive and implement a new monthly reconciliation system, between ORM application and the general ledger to facilitate the audit and the validation task.

KEY ACHIEVEMENTS

- Update of the organizational structure in the application of ORM following a restructure of the bank and extension of the comprehension of Operational Risk to other departments

► 05/2009 to 11/2014 - University of Québec in Montreal- Montreal

Lecturer

UQAM is a dynamic, open, creative university with an international outreach. It is recognized for the originality and quality of its programs. UQAM offers more than 300 study programs, many of these programs are unique in Quebec, Canada and North America.

- Provide courses in Financial Management, Financial statements (IFRS) and Statistics
- Prepare the educational and learning materials
- Present the course according to various lecturing methods and pedagogies.
- Evaluate student learning through the preparation and correction of exams and other projects.

KEY ACHIEVEMENTS

- Obtention of a consistent rating of "Exceptional" from student evaluations.
- Attracted students with the safe environment learning.

EDUCATION & CERTIFICATES

2022 IPO training – From Udemy - Canada

2022 Professional Directorship Certificate

Director Development Program (Hawkamah) – United Arab Emirates

2011 CPA - Chartered Professional Accountant -Canada

2010 Master - Management Accounting - University of Quebec in Montreal - Canada

2007 MBA - University of Quebec in Montreal - Canada

2001 Computer Engineering - University of Sherbrooke – Canada

