



SYED IBN E ALI

Financial Controller - Streamline Media Group Inc.

PREVIOUS: Financial Controller - Vantibolli Corporation, Florida USA
Country Finance Manager – E-Cart Services
Assistant Manager Audit and QC - Prime Global, Islamabad
Supervising Senior - KPMG (Big-4), Islamabad

LINKEDIN: <https://www.linkedin.com/in/ibneshah/>

CONTACT

LOCATION:

Kuala Lumpur, Malaysia

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SKILLS

IFRS/IAS/ISA

Budget preparation & Variance

Analysis

Costing

Accounting Ratio Analysis

Financial Statement preparation and Analysis

Consolidation

Statutory and Internal Audit Quality

Control (ICAP IFAC) Inventory & Stock

Management Fixed Assets

Management Depreciation &

Amortization Company Laws

Tax preparation and filing

Internal Controls and Compliance

System and Process Development

Financial System implementation

Leadership & Team management

Corporate Filings & Secretarial matters

Quick Books/ Net Suit

Oracle Financials, SAP, ERP

MS Office (Excel, Word, Power point)

Spreadsheets

PROFESSIONAL EXPERIENCE

OCTOBER 2016 – PRESENT

■ Kuala Lumpur, Malaysia

STREAMLINE STUDIOS MALAYSIA SDN BHD (MSC)

FINANCIAL CONTROLLER

Reporting directly to the CEO, I'm responsible for all aspects of the Business Finance Strategy, which besides overseeing the routine Finance and Accounting matters, also focuses on investors relations, and planning for all the Business Division in terms of their financial performance and impact on the Company's bottom line.

My key contributions so far are:

- Structuring of the Finance department, and Finance-Ops department, including the setting of objectives and preparation and documentation of JDs for the teams.
- The hiring of Finance & Finance-Ops Resources, and Functional leadership of the teams.
- Strategic & Operational financial planning, analysis, performance management
- Implementation of Accounting Standards (IFRS, US GAAP, and MPERS/ MFRS), policies and internal controls.
- Filing and submission of tax forms for both US and Malaysian entity (Form 1099, W8-BEN, W-8BEN- E, W-9).
- Quarterly MSC Reporting to MDEC, and preparation of CI documents.
- Liaison with IRB on tax-related matters.
- Monthly, Quarterly, and Annual Reporting of Consolidated Financials, including Management Reports and working papers.
- Calculating and charging Transfer Pricing between different subsidiaries and holding company.
- Creating forecast and cash projection reports for efficient cash management and decision making.
- Preparation and controlling of budgets, for all the business divisions.
- Managing cash flows, bank relationships, and all tax related issues.
- Monthly Payroll review and approval, and liaison with HR to ensure correct processing of payroll including compliance with tax laws for local and expat staff.
- Preparing and presenting effective and accurate business analysis, and providing Financial advice to other departments (HR, Legal, Ops, IT).
- Conducting Finance training sessions for Company's Executives, and the leadership team to help them interpret financial data and make decisions.
- Assisting in setting up the subsidiary company in other countries.

EDUCATION

Certified Public Accountants Association, United Kingdom (CPAA)

ACPA UK - 2016

(Membership No. 273109116A)

Majors: Accounting & Finance,
Management Accounting,
Financial Reporting

The Institute of Chartered Accountants of Pakistan

CA -2013

CAFP

Majors: Accounting & Finance
(IAS), Auditing, Tax, Corporate
Laws

Pakistan Institute of Public Finance and Accountancy (PIPFA)

APFA (Associate Public Finance Accountant - 02438)

1 paper left out of 12

Majors: Management Accounting,
Financial Reporting, Corporate
Laws, Taxation

The Institute of Internal Auditors, USA

CIA (USA) - 2016 (Membership No. 1925620)

Certification In progress

Majors: Internal Audit, Controls

NOV 2015 – OCT 2016

■ Miami, Florida (USA)

VANTIBOLLI BEAUTY CORPORATION USA

FINANCIAL CONTROLLER (US, Australia, Italy, Puerto Rico, Ireland)

My key contributions besides routine work were:

- Development of Financial plan for the year 2016-17.
 - Setting objectives, and targets for the finance department
 - Defining, and documenting JDs for the finance staff to achieve those objectives.
 - Filing of monthly US State Sales tax and property tax return.
 - Annual reporting to the US State Revenue Department.
 - Filing and renewal of registration, and annual reporting to the US state authorities.
 - Liaising with the tax attorneys for the correct filing of annual corporate tax return, and estate return in US, Ireland, Puerto Rico, Australia and Italy.
 - Development and automation of credit cards control process.
 - Development of expense control sheet, receivables control sheet, and distributors' reward control sheet, for integration into the ERP system.
 - Preparation of documents, and Master Data for the ERP development team describing impacts of various financial transactions including transfer pricing and currency exchange impacts.
 - Monthly, Quarterly and Annual closing of books, and Financial Reporting of all the subsidiaries and Parent company (US, Ireland, Puerto Rico, Australia and Italy).
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FEB 2015 – OCT 2015

■ Karachi, Pakistan

ROCKET INTERNET (E-Cart Services)

FINANCE MANAGER PAKISTAN

While leading the Finance Department in Pakistan, following were my major achievements;

- Liaising and working along with the consultants regarding Demerger of E-cart Services including closure and finalization of Books of Accounts for the demerged entities, and inter-company transfer pricings.
- Timely, proper, and accurate monthly, quarterly, half-yearly, and annual Closing and Management Reporting, including monthly financial KPIs for both local and central management.
- Prepared Master data, and Chart of Accounts locally and assisted in the preparation of Global Chart of Accounts.
- Filing of monthly withholding tax statements. –
- Advocating Company on tax issues, avoiding tax penalties.
- Recoveries of long outstanding dues from affiliated parties.

COURSES

The Institute of Chartered Accountants of Pakistan

IFRS Workshops

Duration – 32 hours

SKANS School of Accountancy

Presentation Skills

Duration - 3 Months

SKANS School of Accountancy

Microsoft Office (Excel, Word, Power Point, Access)

Duration - 3 Months

COMSATS Institute of Technology

Office Automation

Duration - 3 Months

LANGUAGES

ENGLISH

Fluent - Advance level

URDU

Fluent - Native

HINDI

Fluent – Native

PUNJABI

Fluent - Native

- Ensured strict regulatory compliance by performing all the secretarial/legal tasks.
- Ensure strict tax compliance.
- Developed SOPs in line with best industrial practices, and provided mentoring services for various HR, Admin functions.
- Design and implementation of the new procurement process.
- Auditing of payroll & employee benefits.
- Preparation of Fixed Asset register as per TR 6 of the ICAP.
- Conducted reviews and evaluations for cost-reduction opportunities, and communicated the same to management.
- Preparing Cash flow reports and fund flow reports including projections.
- Preparation of departmental, and Master budget, in line with the business plan, variance analysis, and updating the Business Plan accordingly.
- Preparation of various financial reports from time to time for Management decision making, and Business plans.

JUN 2013 – FEB 2015

■ Islamabad, Pakistan

PRIME GLOBAL (NZAJ & Co. Chartered Accountants)

ASSISTANT MANAGER AUDIT & QUALITY CONTROL

My major achievements were:

- Conducted Investigation Audit of Japan Power Generation Ltd (JPGL), and Tricon Developers (TD) in liaison with the enforcement division of Securities and Exchange Commission of Pakistan. Reported observations and findings to the Board of Directors regarding Financial and Management aspects.
- Developed SOPs for Accounting and Finance functions of Security and Exchange Commission of Pakistan (SECP), in purview of the **Oracle Financials system**, and prepared a comprehensive Accounting & Finance Manual.
- Designed procedures for the Audit Wing of Sindh Revenue Board (SRB) for the smooth and transparent conduct of Tax Audit of both corporate & individual taxpayers. Prepared a comprehensive checklist & Manual for the same.
- Designed SOPs for the Internal Audit Department of SRB & prepared a comprehensive guide.
- Report on the Tricon Share Pricing based on Net Assets, and acquisition of shares for in kind consideration.

My responsibilities further included:

- Preparation of Financial Statements for listed and non-listed clients, providing advisory services and recommendations for strengthening internal control system.
- Development of training modules for the students and Audit trainees on IAS/IFRS, and Audit Quality Control.
- Review of Audit Reports issued by the Firm and working paper files to ensure compliance with quality
- Planning, supervision, and finalization of Audit engagements assigned to the Firm, preparation of deliverable. (JPGL, Tricon Developers, Fauji Foundation Hospital, NRSP, CAMP, Addetude (Pvt) Ltd, Pakistan Madrassa Board, Bio Care Labs, SME Bank Provident Fund & Equity Participation Fund)
- Keeping the Firm's quality control policies up to date as per

REFERRAL

Shall be furnished if desired.

NOV 2009 – MAY 2013

KPMG (BIG-4)

■ Islamabad, Pakistan

SUPERVISING SENIOR (AUDIT, TAX & ADVISORY)

I was involved in the Statutory and Internal Audit of financial statements of certain Manufacturing concerns, Bank, NGOs, Oil drilling and exploration companies. Some of the prominent are;

- Inter State Gas Systems (Private) Limited
- Pakistan Stone Development Company (PASDEC)
- NLC Izhaar Construction Solutions
- First MicroFinance Bank (FMFB)
- Islamic Relief Pakistan (IRP)
- Transasia Refinery (TRL)
- Development in Literacy (DIL)
- Agha Khan Cultural Support Program (AKRSP)
- Mercy Pak
- UNOCHA Project (UN)
- International Organization for Migrants (IOM), etc.
- Marriot Hotel

I attended the following Courses and training during my stay at KPMG

- KPMG E-Audit
- KPMG Audit Manual (KAM)
- Risk Management
- Ethics & Independence
- Data Privacy Training

My role in Tax department was:

- Preparation of working of provision for taxation (current as well as deferred) for recognition in the financial statements of the corporate clients.
- Preparation and filing of returns of total income of various corporate clients.
- Filing of monthly and annual withholding tax statements.
- Preparation of reply to notices issued by the tax authorities for amendment and rectification of assessments of the clients.
- Filing of application with the tax authorities for issuance of exemption certificates under different sections and follow-up.
- Appraisal of the status of tax affairs to the auditors in relation to the audit of the financial statements.

WHY ME?

I am a young Chartered Accountancy Professional from Big 4 (KPMG) with rich professional experience of around 10 years in Accounting & Finance, Audit & Advisory, Tax and corporate services, with additional expertise in introduction and implementation of accounting systems, establishing internal control procedures (SOPs), preparation of Financials, and allied matters.

I have Managerial/ Controller experience of around 7 years during which I led a team of up to 12 people, both in office and remotely.

I'm a creative person with 'Can do' and 'Will do' attitude. I always try to do my very best each day. I want to prove that I have the ability to direct my accomplishments towards the objectives of any organization.