MUATAZ CHARFLI, CMA
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CFO | Strategic Finance | Corporate Finance | FP&A | Treasury | Capital & Liquidity Management | Business Transformation

Executive Profile

Senior finance leader with **25+** years of experience across manufacturing, construction, contracting, trading, and retail in Saudi Arabia. Proven track record leading finance functions, strengthening financial governance, optimising capital and liquidity, improving profitability, and supporting executive decision-making. Experienced in strategic financial planning, FP&A, treasury, corporate funding, working capital, financial reporting, group finance, risk management, cost optimisation, and business transformation. Trusted partner to Owners, CEOs, and senior management, with hands-on experience in banking relationships, capital structure, ERP transformation, operational performance, and financial decision support.

CFO Core Competencies

Strategic & Executive Leadership: Strategic Financial Planning • Enterprise Performance Management • FP&A • CEO / Owner Business Partnering • Board & Executive Reporting • Strategic Decision Support • Financial Transformation

Corporate Finance & Capital: Capital Structure • Capital Allocation • Corporate Funding • Debt Restructuring • Banking Facilities • Liquidity Management • Treasury • Trade Finance • Foreign Exchange • Capital Expenditure Evaluation

Performance & Value Creation: Profitability Improvement • Cost Optimisation • Working Capital Optimisation • DSO / DIO / DPO • Cash Conversion Cycle • Operational Performance • Commercial Finance • Project Finance • Financial Modelling

Governance, Risk & Reporting: Group Finance • Financial Consolidation • IFRS Reporting • Internal Controls • Risk Management • Financial Governance • External Audit • Compliance • ZATCA / VAT

Digital Transformation: ERP Transformation • Microsoft Dynamics AX • Odoo • Finance Process Redesign • UAT • Advanced Excel • Power BI • AI-Powered Finance Solutions

Professional Experience

BAYADER JEDDAH COMPANY
Finance Director | Finance Manager | 2020 – 2023
Importer and distributor of ceramic, porcelain, marble, and building materials serving residential and commercial construction projects across Saudi Arabia.

- Reported to the Owner and led finance through a major business transformation, covering accounting, treasury, FP&A, reporting, inventory costing, working capital, pricing, and profitability.
- Partnered with executive leadership on strategic decisions, business performance, financial analysis, controls, and finance governance.
- Redesigned pricing and sales commission structures, contributing to a **16% increase in overall profitability**.
- Reassessed inventory valuation and enabled the sale of approximately **70% of long-aged inventory**, releasing working capital and improving cash flow.
- Rebuilt finance processes and internal controls and reconstructed/restated **2015–2019 financial reports**, improving reporting reliability and executive decision support.
- Recalculated imported inventory costs from China and India, improving costing accuracy, pricing decisions, and profitability.

PRE-TECH COMPANY
Finance Manager | 2015 – 2020
*Saudi manufacturer of precast concrete solutions and construction products, with annual revenues exceeding **SAR 80 million**.*
Executive Responsibilities

- Reported to the CEO/General Manager and led finance, treasury, FP&A, reporting, budgeting, forecasting, working capital, banking, SIDF financing, project finance, and cost control.
- Secured **SAR 15 million** in additional banking facilities and refinanced **SAR 18 million** of SIDF funding on improved repayment terms and lower financing costs.
- Implemented integrated budgeting, forecasting, FP&A, and project planning processes, reducing **DSO by 35 days** and improving cash-flow visibility.
- Reduced outsourced labour and logistics costs by **18%**, generating approximately **SAR 3.8 million** in annual savings.
- Negotiated improved supplier terms, generating approximately **SAR 1.1 million** in procurement savings.

BAKHEET MACHINERY COMPANY
Finance Manager | 2013 – 2015
Saudi distributor of heavy machinery and equipment representing major European and Japanese manufacturers.
Executive Responsibilities

- Managed finance operations supporting approximately **SAR 540 million annual revenue** and **SAR 450 million in banking facilities**; led **66 finance professionals, including 19 direct reports**.
- Managed seven commercial banks and SIDF across corporate funding, trade finance, treasury, working capital, and foreign exchange.
- Restructured LCs/LGs and implemented FX strategies, forward contracts, and trade-finance refinancing, generating approximately **SAR 1 million in savings**.
- Facilitated the sale of approximately **70% of obsolete machinery**, improving liquidity and reducing carrying costs.
- Introduced a **five-year strategic budgeting and rolling forecast model** and led the finance workstream for **Microsoft Dynamics AX 2012 R3**, including process redesign and UAT.

ALABNIYAH COMPANY
Finance Manager | 2011 – 2013
*Precast construction company serving residential and commercial projects across Saudi Arabia, with annual revenues of approximately **SAR 60 million**.*
Executive Responsibilities

- Led finance, treasury, FP&A, reporting, budgeting, forecasting, and working capital; managed **11 finance professionals** and partnered with commercial, procurement, and project teams.
- Restructured Riyad Bank facilities, securing improved repayment terms and a **SAR 9.75 million LG** supporting an **SAR 80 million / 400-villa** residential development.
- Negotiated a major **SAR 80 million** customer agreement, supporting revenue growth and project execution.
- Improved working capital through supplier and receivables management, generating approximately **2% procurement savings** and **SAR 0.8 million** additional operating cash flow.
- Developed integrated budgeting, forecasting, and project financial planning models across three major projects.

PREMCO (Precast Manufacturing Company – Binladin Group)
Finance Manager | 2009 – 2011
*Precast concrete manufacturer serving major construction and infrastructure projects, with annual revenues of approximately **SAR 65 million**.*
Executive Responsibilities

- Led finance, treasury, FP&A, reporting, budgeting, forecasting, and working capital management; managed a finance team of **8 professionals**.
- Led **Microsoft Dynamics AX 2009** implementation, including finance process redesign, data migration, UAT, and post-implementation stabilisation.
- Established integrated budgeting, forecasting, FP&A, and project financial planning processes across **seven major projects**.
- Improved manufacturing cost efficiency, inventory controls, valuation reliability, and transportation planning.

- Enhanced executive reporting with timely, accurate, decision-focused financial information.

Eastern Trading EST (ETE GROUP)
Finance Manager | 2007 – 2009
*Diversified industrial and contracting group with approximately **SAR 365 million** annual revenue across six operating companies.*
Executive Responsibilities

- Led Group Finance and developed a **42-person finance organisation**, directing accounting, treasury, budgeting, reporting, and operational finance across six companies.
- Led Microsoft Dynamics AX implementation, including finance process redesign, data migration, UAT, and post-go-live stabilisation.
- Designed enterprise-wide internal controls covering customers, suppliers, payroll, fixed assets, inventory, cash collections, and financial documentation.
- Introduced disciplined monthly closing and reporting, replacing year-end-dependent reporting practices.
- Redesigned BOM-based inventory controls, reducing **cement costs by 3%**, aggregate/sand costs by **12%**, and transportation cycle time by **15%**.
- Strengthened receivables and cash collection controls, improving collection performance by approximately **75%**, eliminating recurring cash shortages, and improving working-capital visibility.

MGA Consultant – Canada Accountant | 2000 – 2006

- Managed bookkeeping, financial reporting, AP/AR, bank reconciliations, payroll, month-end closing, budgeting, and cash-flow management for SME clients.

Family Trading Company – Syria Accountant | 1993 – 1999

- Managed accounting operations, inventory, customer and supplier accounts, cash management, and financial reporting.

EDUCATION & PROFESSIONAL DEVELOPMENT
Bachelor of Accounting | 1990
Tishreen University, Syria
Certified Management Accountant (CMA)
Society of Management Accountants – **Canada**
Member – **Saudi Organization for Chartered and Professional Accountants (SOCPA)**
Financial Modeling & Valuation Analyst (FMVA®) (In Progress)
Corporate Finance Institute (CFI) – Canada
Executive CFO Development Program (In Progress)
AI Applications for Finance
Microsoft Power BI for Financial Analytics (In Progress)

ERP & DIGITAL EXPERTISE:
ERP: Microsoft Dynamics AX 2012 R3 • Microsoft Dynamics AX 2009 • Odoo ERP • Microtech ERP • ERP Implementation • Finance Process Transformation • UAT
Finance & Analytics: Advanced Excel • Financial Modelling • FP&A • Treasury & Cash Flow Management • Group Financial Consolidation • Executive Reporting • Business Performance Analytics
Digital & AI: Microsoft Power BI • AI-Powered Finance Tools (ChatGPT, Microsoft Copilot, Claude) • Financial Dashboards & Business Analytics

Languages

- **Arabic:** Native | **English:** Professional Working Proficiency