



# Mansoor Jilani

CFO | Specialist in Strategy, Governance, Scale-up, Performance & Due Diligence

London, UK

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Urdu (Fluent)

Hindi (Work Proficiency)

## About

I am a Fellow of CIMA with 20+ years international commercial experience.

I am experienced in turning around and growing SMEs, improve & streamline processes, automation, corporate governance, teams building & motivation, streamline working capital and operations, Channel EBITDA reporting and improvement, securing external lending, due-diligence and partial or full Exits.

Recently, I have helped a streetwear clothing brand NICCE to steer through the Covid-19 pandemic and 2022 economic recession. During my tenure as CFO we have grown the Brand 400% in three years and delivered a successful Exit.

I am now open to consider my next challenge and help another business turn-around & grow.

### BRANDS WORKED WITH

Illamasqua

ISSA

Mih Jeans

NICCE

Ted Baker

## Experience



### CFO

NICCE | Jul 2021 - Aug 2023

Nicce is a streetwear clothing brand established in 2013. Company has 30% D2C & 70% Wholesale through major retailers including JD Sports, ASOS, Foot Asylum, House of Frasers, Footlocker, distribution in Middle East and Scandinavian markets.

As well as being a CFO and member of the Board of Directors, I also manage HR, IT and Operations for the Brand.

Key highlights of this role are,

- Developed budgeting models, implemented financial KPIs and governance disciplines, which helped the business to grow 400% in three years and increase EBITDA to double digits.
- Deal with external lenders, securing circa £3.5m external funding.
- Introduced corporate governance which helped streamline decision making and due-diligence processes.
- Supervised and successfully implemented StealthGo ERP across the business, which increased accuracy, speed of reporting and accuracy of analysis.
- Lead extensive due-diligence process with Mazars and managed to complete trade Exit in a very difficult economic situation.

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### Finance Director

NICCE | Mar 2018 - Jun 2021



### Consultant

Ted Baker | Nov 2017 - Mar 2018

Ted Baker is a UK lifestyle brand with a strong presence in the UK, USA and licensing agreements in the Far-East.

I worked with the brand for configuration, testing and transition of costing methods on Microsoft Dynamics. Worked closely with Senior management, Dynamics consultants, ground team to match business needs and resolve challenges.

## ● Head of finance

Mih Jeans | Mar 2016 - Oct 2017

Mih Jeans is a luxury womenswear denim brand founded in 1969 and relaunched in 2006. The brand has a strong wholesale presence in the UK and operates via a subsidiary in US markets.

I joined the business as finance leader and Board member. Re-structured, hired, and trained finance and operations teams and advised the founder on financial processes, KPIs and discipline in the company.

Key highlights of this role were,

- Setting-up budgeting and channel profitability models, KPIs and discipline across the brand.
- Structured costing process in the business which resulted in a margin increase of 1.5% within 12 months.
- Arranged Invoice discounting facilities, created working capital models & streamlined working capital process to improve cashflow and support growth.
- Recovered international VAT not expected claimable.

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## ● Group Financial Controller

ISSA | Nov 2012 - Mar 2016

ISSA London is a luxury womenswear brand famous for its Silk dresses and was a favourite brand of Duchess of Cambridge, Kate Middleton. Company had 35% D2C and 65% UK and International Wholesale.

I joined the business as second in command to CFO & COO, managed corporate requirements of parent company in Luxembourg, UK trading company and subsidiary in USA.

Key highlights of this role were,

- Assisted the Brand in due diligence on two Exits, first time Brand sold majority and controlling stake to a High Net Worth individual (Al-Fayed family) and then second time the Brand was sold to House of Frasers as a trade sale.
- Managed implementation and migration to new accounting program (SAGE200), and integration thereof with inventory management program (Zedonk) & 3PL warehouse which creating tailored ERP solution for ISSA.
- Sourced and project managed online global shipping solution, SwipeZoom, which resulted in approx. 25% increase in online sales.
- Ensured implementation of financial discipline, cost control, budgetary compliance and corporate compliance for all parent and subsidiary companies.

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## ● Financial Controller

Illamasqua | Jan 2011 - Nov 2012

Illamasqua is a luxury make-up brand famous for its theatrical cosmetics products. The company had a strong D2C with strong online, multiple stores & concessions in the UK, Licensing Partners in Europe, and international presence through wholesale partnerships with Sephora USA and Myer Australia. The Brand sales were split as 70% D2C and 30% Wholesale.

Key highlights of this role were,

- Creation of working capital model and management of working capital

expectations of the business.

- Trained finance team for timely closing of monthly MI pack and circulation to the Board.
- Managed corporate statutory compliance on timely basis.
- Filing of UK VAT tax returns & GST returns for Australian subsidiary.

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## Education & Training

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2010 - 2012 ● **CIMA**  
FCMA,

1999 - 2003 ● **Institute of Cost and Management Accountants of Pakistan (ICMA Pakistan)**  
FCMA,

1996 - 1998 ● **University of the Punjab**  
B.Sc,