



Rahil Anwar

"CFO & Business Strategist",
Helping Businesses to mark Exponential Growth & Profitability.

Lahore District, PK

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Languages

English (Fluent)

Urdu (Native)

About

Unlocking Business Excellence: Your Ultimate Strategic Partner! Drive Growth, Unleash Potential!

Welcome to the realm of strategic brilliance and financial mastery. If you're seeking to transform your business into a thriving success story, look no further. With over 16 years of seasoned expertise, I am your dedicated Business Strategist and CFO, equipped to steer your journey toward unparalleled achievements.

Why Choose Me?

A Track Record of Success across the Globe with a footprint spanning the USA, UK, Germany, Switzerland, Port of Spain, UAE, India, China, and Pakistan, I've orchestrated triumphs in diverse industries. From Artificial Intelligence/Tech Businesses to Real Estate, from Fintech to Fashion Industries- I've propelled growth, profitability, and sustainability on an international scale.

Visionary Leadership, Tangible Results

My strategic insights have transformed businesses from stagnant to soaring. I don't just analyze problems; I solve them with cutting-edge technology. With a sharp focus on enhancing key metrics, I elevate profitable business segments, cashflows, and overall sustainability.

Business Enthusiast, Financial Wizard

Venture into the world of financial prowess and strategic brilliance. My role as a Business Strategist/CFO extends beyond numbers - I craft, scale, and optimize portfolios that truly matter. By merging key outcomes, exceptional teams, and adaptive learning, I ensure your success remains paramount.

What Can I Bring to Your Table?

A Multitude of Skills from Strategic Business Analysis and Planning to Business Intelligence, I embody a holistic skill set. I navigate the intricate landscape of Financial Management, Analysis, and Planning, offering expertise in Budgeting and Fundraising.

Mastering the Technical Realm

My proficiency with tools like SAP B1, Oracle NetSuite, and Microsoft 365 streamlines operations, while Power BI, Tableau, and Excel's Data Visualization pave the way for actionable insights. Collaboration platforms like Asana, Slack, and Monday.com foster seamless teamwork.

The Promise of Excellence

I thrive on challenges and adapt to change, all while keeping strategic goals in sight. Through tech fluency, storytelling finesse, and unwavering decision-making, I steer toward victory - even in adversity. My mission? To ensure every decision counts.

Let's Begin the Journey

Embark on a transformative partnership that promises growth, innovation, and value creation. With a remarkable track record and an unmatched passion for success, I am your strategic beacon. The path to excellence starts now.

BRANDS WORKED WITH

- AWP-Group
- BookingPal
- ED Energy Pvt. Ltd
- Embry Women's Health
- KLARIMEX
- LADNEK Limited
- NATURELO United Kingdom
- Nazir Chaudhri & Co Chartered Accountants
- Premier Energy

Experience



● Fractional CFO/Controller(Remote).

Embry Women's Health | Jan 2023 -

Embry is a Renowned Group of Companies having operations in Health & Care across United States.

1. Worked on Financial Strategies & Financial Management.
2. Analyzed existing Financial System to identify gap & developed Strategies to optimize it
3. Supervised team work on Financial data related to medical revenue & pending claims with Insurance Companies
4. Developed SOPs & Implemented to avoid fraud & error.
5. Worked with developing team to identify Financial reports & Financial data flows to build the integrated financial system.

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● Fractional CFO (SAAS & Healthcare)

NATURELO United Kingdom | Jul 2022 -

Naturelo(Nutritions) is MNC having Ecommerce & Medtech(SAAS) Presence in UK, Europe, USA & Singapore.

Being Fractional CFO:

Successfully Implemented Business Metrics to Raise funding through series A & B then upgraded KPIs to be ready for IPO by December 2023.

- 1.Successfully Conducted the Merger & Acquisition work with CEO/BOD to determine Valuations for the Business to reach at negotiation level consequently closed deal at the Best Price.
- 2.Developed the Strategic Financial Management Plans to Catch Growth in the long Run with Optimized Pprofits levels & required Working Capital at the lowest cost.
3. Performed deep Financial Performance Analysis to improve profits to the Next Level
4. Developed the Investment Strategies to Build Best Business Segments/Business Projects/Products to improve Profits at Corporate Level.
5. Built the Best Capital & Operation Budgets to keep Business Sustainable in Short Run as well as in Long Run with Variance Analysis Reports to take preventive & corrective measures on timely basis.
6. Developed Financial Projections to predict future outlook of company
7. Conducted Optimum Production/Sales plans to generate maximum Profits with available resources
8. Conducted Breakeven & Cost-volume-profit (CVP) analysis to keep profits on higher side & Costs on lower side
9. Investment Appraisal via ROI, IRR, NPV, Payback to make rational decision for capital expenditures
10. Developed Standard Operating Procedure to add values & Controls
11. Budgeted Cash Flow to manage funds efficiently to save 50% financing Cost.
12. Conducted Product costing, forecasting, budgeting & variance analysis with actual results to minimize business cost up to 20-30 %
13. Developed Strategies for Optimum Working capital to reduce financial cost to Business
14. Developed Optimum Production Plan to generate maximum profits with available funds this will increase Gross Profits up to 20-30 %
15. Developed plans for Maximum Profits at Group level.

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● Fractional CFO(Remote)

LADNEK Limited | Jun 2022 -

Ladnek is well reputed Company having Business lines in Sanitation & Cleanliness with healthy Corporate client list & Million Dollars Revenue on yearly Basis.

Being Fractional CFO:

Developed Business Metrics/KPIS to improve Growth, Profits, Cash Flows & Sustainability to the next and Successfully developed Financial Model & Comprehensive Business Plan for SAAS Segment.

1. Developed Strategic Financial Management Plans to Catch Growth in the long Run
2. Conducted Financial Analysis to improve Profits & Cash Flows to the Next Level
3. Built Investment Strategies to Build Best Business Segments/Business Projects/Products to generate highest Returns at minimum Risks Levels.
4. Built the Best Capital & Operation Budgets to keep Business Sustainable in Short Run as well as in Long Run
5. Built Strategic Business Plan to cater Growth Opportunities & convert Conventional Business into Tech Based Business.
6. Built Business Strategies to Achieve Business goals.
7. Conducted Investment Appraisal via ROI, IRR, NPV, Payback to make rational decision for capital expenditures
8. Developed Best Strategies to Manage working capital to save maximum financing cost
9. Developed Standard Operating Procedure to add values & Controls
10. Implemented Financial Reporting Mechanism to generate timely reports to make decisions.

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● Fractional CFO (Energy & SAAS)

KLARIMEX | May 2022 -

Klarimex is conglomerate(SAAS, Wind Energy, Solar Energy, Engineering, transportation & Construction) Multinationals having Business Presence in Germany, Spain, UAE & Pakistan.

Being Fractional CFO:

1. Developed Strategic Financial Plan to Raise funding through P.E(Private Equity)/VCs & Debt and Financial Feasibilities for Wind Energy Parks to be developed by Company in Spain.
2. Developed Financial Feasibilities for Solar Energy Parks to be developed by Company in Spain.
3. Developed Financial Feasibilities for Solar Energy Supply Chain Business to be launched by Company in Pakistan.
4. Developed Financial Feasibilities for PPA to be developed by Company in Spain.
5. Developed Comprehensive Business & Financial Plan to included in Pitch Deck to Raise Capital.
6. Developed Strategic Financial Management Plans at Group level.
7. Built the Best Capital & Operation Budgets to keep Business Sustainable in Short Run as well as in Long Run
8. Developed Financial Projections for next 5 years to predict future outlook of company
9. Built Optimum Production/Sales plans to generate maximum Profits with available resources
10. Product costing, forecasting, budgeting & variance analysis with actual results to minimize business cost up to 20-30 %
11. Built the Optimum Working capital to reduce financial cost to Business

12. Capital Raising Strategies via long term & Short term financing resources
13. Optimum Production Plan to generate maximum profits with available funds this will increase Gross Profits up to 20-30 %
14. Business Valuation for Merger & Acquisition.
15. Application of IFRS to Prepare Financial Statements.

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● Fractional CFO(Outsourced CFO)

| Dec 2021 -

Top-rated CFO with Strategic insights, passion & expertise to gear up Business Growth, Profits, Cash Flows, Financial Reporting, Financial decision-making, and sustainability to the next level.

CFO with experience in raising \$65m for Pre Seed-to-Series C start-ups and scale-ups and expertise to implement Business Metrics/KPIs to track your progress to reach funding series A, B... and ultimately Exit/IPO.

CFO with significant financial and operational experience(more than 16 years experience) across multiple industries covering Fintech, MedTech, EdTech, Tech Startups, SAAS, e-commerce, Digital Marketing, Renewable Energy, FMCG, Fashion and apparel, Real Estate, Logistics, B2B, B2C to Group of Companies including Multinationals having annual revenue from \$10MM to \$1B.

Being CFO, I used to love to add excellent value to your Business through my following CFO Expertise and experience:

1. To Develop Strategic Financial Management Plans to Catch Growth in Long Run
2. To perform deep Financial Performance Analysis to improve profits to Next Level
3. Investment Strategies to Build Best Business Segments/Business Projects/Products
4. To develop growth hacking financial strategies for startups
5. To Build the Best Capital and operation Budgets to keep the Business Sustainable in the Short Run as well as in the Long Run
6. Financial Projections to predict the future outlook of the company
7. Development of a Group of Businesses to generate the highest Returns at minimum risk levels.
8. Optimum Production/Sales plans to generate maximum Profits with available resources
9. Breakeven & Cost-volume-profit (CVP) analysis to keep profits sustainable
10. Investment Appraisal via ROI, IRR, NPV, and Payback to make rational decisions for capital expenditures
11. Best Strategies to Manage working capital to save maximum financing cost
12. Optimum Capital Structure to keep financing cost at low side.

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● Financial Analyst(Remote)

BookingPal | Dec 2021 - Jun 2022

Worked with CEO & CFO on financial data of Company.

● Fractional CFO(SAAS & Energy)

ED Energy Pvt. Ltd | Apr 2019 -

ED Energy is a renowned energy company having different services streams in renewable sector and serving to Industrial, Commercial & Residential clients to bring green future for new generation.

● Chief Financial Officer

Shabbir Textile Mills Pvt. Ltd (DYNASTY FABRICS) | Nov 2018 - Aug 2023

Prestigious Textile Group having multiple Business lines especially Dynasty Fabrics(Men Fabric Brand), Seran(Ladies Fabric Brand), Weaving, Sticking, export & retail chain(Unstitched Fabric & Garments).

Being Chief Financial Officer at Group Level:

1. Developed Strategic Financial Plans at Group Level & Individual Entity Level.
2. Developed Cash Budgets on yearly, monthly & weekly basis to improve Cash Flows Metrics to optimum level.
3. Aligned Budgeting, Forecasting & Costing with overall group direction in foreseeable future.
4. Implemented Risk identification & planning to minimize at lowest level to keep business sustainable in foreseeable future.
5. Developed Financial Feasibilities for new Business Segment along with Business Metrics to keep track of operational progress.
6. Raised Long term, medium term & short term financing at lowest financing rates to cope with capital investment & working capital requirements.
7. Developed Interactions & direct ties with top notch banks of Pakistan to arrange funded & non-funded facilities as well as mortgage.
8. Developed and Implemented SOPs to Control Fraud & Error throughout Organisation.
9. Implemented Corporate tax planning keeping in view the supply chain to get optimal benefits in form sales tax, with holding tax, income tax & custom duty saving.
10. Did Strategic business planning & management to grow wealth at group level.
11. Implemented IFRS to Prepare Financial Statements.
12. liason with external authorities for compliance.
13. liason with external auditors for statutory audits
14. liason with Income Tax & Sales Tax Consultants to correspondence with Tax Authorities to close tax audits & cases successfully.

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● Head of Finance-Multinational Group

Premier Energy | Jul 2017 - Sep 2018

Premier Group having global presence:

1. Premier Housewares Ltd-MNC Based in UK
2. Home Creation(East) Ltd- Based in China
3. Premier Energy (Pvt) Ltd - Based in Pakistan
4. Premier Home (Pvt) Ltd- Based in Pak.

Being Chief Financial Officer:

1. Financial Planning & Analysis, Taxation Planning, Management & Risk Avoidance (Income Tax, Withholding tax, Sales tax, Provincial tax, F.E.D, Custom Duty & regulatory duty) to scratch the best possible benefits keeping in view tax avoidance as per law.
2. Financial Risk Identification, Management at Group level to keep abreast with macroeconomic changes that directly, indirectly, adversely hit business i.e Interest rates basis points, interest rate parity & purchasing power parity to forecast expected currency fluctuations in future, accordingly adopt risk avoidance strategies to keep financial & business risk factor at lowest end.
3. Banking Matters Management & Ex. Rate and Interest rate Risk Management: Dealt with more than 8 top notch banks in Corporate, retail & trade banking to manage mortgage, Non-Funded limits, imports, SBLC, LGs, LCs (Advance, D.A/ Usance & sight), collections basis, contract basis & forward booking to manager to save more than 15 million in form of bank charges, currency fluctuations against trading volume of Rs. 500-750 Million/annum.
4. SAP B1 implementation & management of all modules to generate financial reports.

5. Capital Resources Management at lowest Capital Cost at Group level at best possible lowest financing rates i.e 2%+4% from SBP for renewable projects for 4KW to 1MW.
6. Investment Portfolio with Highest Return & Lowest Risk at Group level to add value to owner wealth via best returns investments portfolio.
7. Product Portfolio & Maximum Profits at Group level to avoid loss making products & produce the highest profit making products to keep overall group profit at maximum level.
8. Strategically planning & management all finances of Supply Chain to optimize Profits.

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● Group Manager Accounts, Finance & Taxation

Tracon Group | Sep 2015 - Jun 2017

- Developed a high-performance finance team to drive disciplined growth and strength controls, scale infrastructure for growth, and build shared service centers within low-cost centers.
- Conducted Complete Financial Feasibility for Joint Venture(TGW International) between Tracon-Group & Gold Wide-Group(Multinational Group)
- Implemented Australian ERP(Cargo-Wise) at new JV(TGW International)
- Implement Import & Export ERP-Integrated Solution at new JV(TGW INTERNATIONAL)
- Made SOPs for all departments management & Integrations at JV(TGW International)
- Developed Internal Control procedures for all departments at JV(TGW International)
- Developed SOPs for Sales, Purchase, Sales Tax, Income Tax, Payroll, Budgeting, Forecasting, Variance Analysis
- Made align all reposts with reporting formats at group level.
- Made SOPs for A/C Receivable management & their weekly reconciliation with debtor list
- Made SOPs for A/C Payable management & their weekly reconciliation with Creditor list
- Conducted Complete Financial Feasibility for new processing & trading business(Friends Petrochemicals Pvt Ltd)
- Incorporated Friends Petrochemical (Private) Limited with SECP & Got Incorporation certificate
- Made SOPs for 2000 metric ton/week LNG/LPG import & for capital Budget as well as working capital for a new project
- Negotiated & Processed Rs. 30 million running finance facility at lowest markup rate(i.e KIBOR+2.25 %)
- Negotiated & Processed Rs. 60 million running finance facility at lowest markup rate(i.e KIBOR+2.20 %)
- Budgeted Financial Plans for 5 years with the projected increase in turnover-10% each year
- Set P & L Budgets, Cash Flow Budgets & Inventory Requirements Budgets for 5 years for LNG Project

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● CA-Articles

Nazir Chaudhri & Co Chartered Accountants | May 2012 - Sep 2015

- Performed External Audits at Small, Medium & Economic Sized Entities falling in Manufacturing, Trading & Services Industries;
- Performed Internal Audits at Small, Medium & Economic Sized Entities falling in Manufacturing, Trading & Services Industries;
- Performed Cost Audits at Small, Medium & Economic Sized Entities falling in Manufacturing, Trading & Services Industries;
- Performed Corporate Matters with Securities & Exchange Commission

for Small, Medium & Economic Sized Entities falling in Manufacturing, Trading & Services Industries;
Performed Tax Matters with Tax Authorities for Small, Medium & Economic Sized Entities falling in Manufacturing, Trading & Services Industries;

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● **Assistant To Manager Accounts, Finance & Taxation**

AWP-Group | Apr 2007 - Apr 2012

1. Implemented Transaction Processing Management
2. Implemented Segregation of duties i.e Preparation, Checking, Approval & Posting of Transaction³.
3. Designed, Implemented & Reviewed Controls to minimize fraud & errors
4. Implemented SOPs for Debtors Aging & Movements Analysis Reports
5. Implemented SOPs for Creditors Aging & Movements Analysis Reports
6. Presented Monthly, Quarterly, Half Yearly & Yearly Reports-B.S, P&L, Cash Flow Statement Reports & Reconciliation on a need basis.
7. Presented Final Accounts at year-end
8. Presented Consolidation of all companies accounts at group level
9. Applied IFRS on Financial Statements

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Education & Training

2019 - 2021 ● **International Business Management Institute (IBMI)**

Master of Business Administration - MBA,

2007 - 2015 ● **The Institute of Chartered Accountants of Pakistan**

CA,