

Yasin Ali Badruddin (ACCA, JAIBP, MA - ECO)

D-07, DIAMOND JUBILEE APARTMENTS, 262 RUBY STREET, NISHTER
ROAD, GARDEN WEST, KARACHI
PHONE + 92 - 21 - 32257911, MOBILE + 92 - 334 - 3196683
E - MAIL verasia.yasin@gmail.com

Educational Background

Qualification	Year	Institution
ACCA	2014	Association of Chartered Certified Accountant (UK) Member since Feb'15.
MA-ECO	2015	University of Karachi.
JAIBP	2015	Institute of Bankers Pakistan.
Diploma in Big Data Analytics	2020	Institute of Business Administration – (IBA- Karachi). Expected Mar'20.

Work Experience

- Total experience of around 9 years in various sectors such as oil marketing companies, information technology and solutions, health care, fast moving consumer goods (FMCG) & banking sector.
- 6.5 years of experience in Finance & Logistics in top two oil marketing companies in Pakistan namely Pakistan State Oil (PSO) and Hascol Petroleum Limited (HPL) – **(an associated company of Vitol International Dubai).**
- Other experience of around 2 years includes Executive Officer in KPMG, Internship in Soneri Bank Limited & Volunteer Finance in AKUH.
- Areas mostly worked in are Marketing Finance-(Credit Control and Billing), Supply-Distribution Finance (Pricing & IFEM Accounting), Treasury, Logistics, Companywide Budgeting & Business Plans, Cartage Payments and Company Owned Fleet Accounting, Information Technology and Solutions.
- Currently working as **Business Analyst at Systems Limited Pakistan** since Oct'19.

Achievements

Work related

Joined Pakistan State Oil as an ACCA Trainee in Dec '12, and worked through various sections of **Finance i.e. Treasury, Marketing Finance and Supply-Distribution Finance** till May'16.

Joined Hascol Petroleum Limited as **Freight Billing Executive** in Sept'16 and moved up to the ranks of **Analyst IFEM, Financial Analyst** and landing with the position of **Assistant Manager Finance** in Jan'19. Worked there till Aug'19.

Consistently rated as either outstanding or very good in all annual appraisals. This rating was awarded after a relative ranking procedure applied to a team of over 29 finance professionals including MBAs, Chartered & Cost Accountants.

Skills/Tools/Technologies

- Expert level user knowledge of SAP, JD Edwards, Microsoft Dynamics 365 Finance and Operations & People Soft.
- Proficiency in MS Word, Excel & Power Point.
- Hard working with an attitude towards problem solving & getting things done.
- Excellent communication, interpersonal and staff management skills.
- Strong analytical and numerical skills.
- Good team player usually getting along well with others.
- Good presentation skills.
- Ability to work to with tight deadlines and handle high pressure situations.

Areas of Expertise

I. Management:

- Leading a team of 15-20 individuals with diverse educational backgrounds & varying skill levels (for freight billing, monitoring of tank lorries and physical reporting of tank lorries activities) in HPL.
- Position requirements include:
 - Team formation, Delegation of tasks and giving deadlines.
 - Enforcing Company policies and Code of Conduct.
 - Conflict resolution.
 - Handling both work related and other issues of reporting staff.

II. Treasury Finance:

- Recon of quarterly markup arrangement with 16 banks on RF in PSO.
- Preparation of markup schedule and accounting for its charges in SAP.
- Reconciling rate negotiated with banks as per financing agreement.
- Dealing with banks for issuance, renewal, enhancement, cancellation/return and authentication of Bank Guarantees.
- Preparation of monthly report of Hypothecated Assets for banks.
- Daily accounting for applicable exchange rates on transactions in SAP.
- Handling Online Order Management System (OOMS) support for treasury.
- Preparation of Treasury MIS for top management.
- Preparation of Treasury Stewardship presentation for top management.
- Ensuring timely RTGS payments to various banks on a daily basis.

III. Credit Control & Billing:

- Extending of credit to customers in order to enhance Company sales while ensuring that Company receivables remain at an optimum level.
- Controlling credit to all the business lines of the Company.
- Credit Management, Sales accounting and Sales support through SAP.
- Preparation of Company Credit Policy, its implementation and revision from time to time based on changing business dynamics.
- Preparing monthly Ageing of receivables.
- Billing to customers and posting of payments.
- Account reconciliations with customers.
- Calculation and updating of discounts in SAP.
- Reporting major receivables to internal & external stakeholders.

IV. Product Pricing:

- Monthly reporting of Gross Profit to top management with various analysis along with reasoning.
- Computing prices of POL products (PMG, HSD, FO, and LNG) based on cost of import and local purchases.
- Getting these prices approved by management, uploading the same in SAP and informing all stakeholders of the same.
- Part of initial core team for implementation of LNG Pricing Mechanism and its related audit in PSO.

V. IFEM Accounting:

- Management of above Rs. 3 billion IFEM receivable and development of various reports to OGRA/OCAC for HPL.
- Assisting management in making informed decision regarding forecasting & inventory management.
- Handling day to day issues with respect to IFEM and dealing with operations staffs for ensuring smooth supplies operations as per directives of OGRA.
- Monitoring cartage contractors' performance for ensuring smooth availability of tank trucks as per their committed quotas.

VI. Companywide Budgeting

- Preparing projected business plan for approval of company's board by liaising with various department for their yearly budgets, reviewing monthly spending and analyzing variance.

VII. Company Owned Fleet Accounting:

- Handling financial matters related to Rs. 3 billion CAPEX of company owned fleet, strength being 239 Tank trucks.
- Continuous monitoring and reporting to company CFO for financial performance on monthly basis.

VIII. Extensive knowledge of SAP, JD Edwards & Microsoft Dynamics 365:

- Part of team developing the Company's Online Ordering Management System (OOMs) and promoting it in Pakistan State Oil Company Limited.
- Using SAP for 3.5 years with a sound working knowledge of SD, MM and FI.
- Using JD Edwards for around 3 years with a sound knowledge of transportation and financial module.
- Referred to as a 'Power User' of SAP, JD Edwards & Microsoft Dynamics 365 in the Company.
- Have co-designed a number of customized applications/reports in SAP & JD Edwards & Microsoft Dynamics 365.
- Responsible for updation of all POL product prices in SAP in PSO.
- Extends sales support to Business Units and Supply Points through SAP, facilitating daily sales of nearly Rs. 4 billion in PSO.
- Imparted country-wide user level JD Edwards's trainings for Company.
- Part of Core Team responsible for up-gradation of JD Edwards from 9.0 to 9.2.

IX. Drafting and Correspondence:

- Participated in the formulation of the Company Credit Policy.
- Preparing & making presentations for Chief Finance Officer to be presented before Company's Managing and Executive Directors on behalf of the department.
- Prepared the Standard Operating Procedures of the department.

Notable Trainings/Courses

- **Corporate Finance: Robust Financial Modeling**- by LinkedIn Learning.
- **Financial Modeling and Forecast Financial Statements**- by LinkedIn Learning.
- **Big Data Foundations: Techniques and Concepts**- by LinkedIn Learning.
- **Financial Analysis: Making Business Projections** - by LinkedIn Learning.
- **Revenue, Staffing, and Expense Models Explained** - by LinkedIn Learning.
- **Pricing Strategy Explained** - by LinkedIn Learning.
- **Business Analysis: Business Benefits Realization** - by LinkedIn Learning.
- **Managing Project Stakeholders** - by LinkedIn Learning.
- **Creating and Giving Business Presentations** - by LinkedIn Learning.
- **Decision-Making Strategies** by LinkedIn Learning.
- **MS Excel Dashboard Reporting**- by PSTD - Sept'15.
- **Learning through NLP** - at PSO House, Mar'15.
- **Public Speaking and Confidence Building**- by Sidra Iqbal, Jul'11.
- **Personal and Professional Grooming** - at AKUH - Oct '10.