

## AHMED ABDEL GAWAD, MBA, CMA (U.S.)

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Highly motivated, data-driven and results oriented finance professional, MBA, CMA (U.S.) with 10+ years of progressive experience in providing support for executive-level decisions. Proven ability to accurately analyze, identify risks and opportunities, and issue actionable recommendations on complex business cases. Strong blend of hands-on experience across a broad range of finance functions coupled with persuasive communication and teaming skills for delivering effective business results.

### CORE COMPETENCIES

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- Budgeting, Forecasting & Financial Modeling
  - Pricing and Business Case Analysis
  - Profit & Loss, Balance Sheet (P&L, B/S)
  - Big Data: Python, SQL, Alteryx, SAS
  - Variance, Sensitivity, and Trend Analysis
  - U.S. GAAP and IFRS
  - Cash Flow (CF), Foreign Exchange (FX)
  - Processes & Internal Controls
  - Microsoft Excel (Advanced)
  - Building & Fostering Relationships

### WORK EXPERIENCE

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**Bell, Toronto, ON, Canada** **2013 – Present**

**Senior Manager, Financial Planning and Analysis (FP&A), Revenue** **2023 – Present**

- Leading the consumer wireline revenue FP&A function (>\$10B annually) supporting a team of 8 deliver financial analysis for 3 lines of business (Television, Internet and Home Phone). Leveraging and integrating analytics tools and methodologies into FP&A processes to gather data-driven insights improving financial forecasting accuracy and proactively informing strategic decision-making contributing to a deeper understanding of financial trends and opportunities and a more agile and responsive FP&A function.
- Spearheading the development and execution of the 3-Year long range plan, annual operating plan (Budget) and monthly forecasts. Establishing key performance indicators (KPIs) and implementing processes to evaluate and communicate financial performance by conducting comprehensive variance and trend analysis fostering a proactive approach to managing and optimizing financial outcomes.
- Collaborating with cross-functional teams and consultants to ensure the successful implementation of 2 large company-wide projects assessing and communicating impacts on financials and processes. Leveraged billing data and analytics tools to validate and test automated financial postings for customer activity-based accruals resulting in identifying and resolution of calculation engine and billing defects.

**Senior Manager, FP&A, Finance Analytics** **2022 – 2023**

- Led the finance analytics transformation for the consumer wireline finance team. Collaborated with the Data Analytics Centre of Excellence (COE) and transformed forecasting and reporting processes to align data analytics initiatives with overall business strategy contributing to data-driven decision making at both strategic and operational levels. Leveraged data to refine forecasting methodologies, resulting in more precise predictions of revenue and other key business drivers.
- Conducted comprehensive data analysis on large datasets of billing information, extracting meaningful insights and trends. Created visually compelling dashboards and reports to communicate findings to the executive leadership team offering strategic guidance for maximizing returns and minimizing risks. .
- Spearheaded continuous improvement initiatives by identifying inefficiencies in financial processes. Implemented scripts to streamline and scale data collection and cleansing, empowering a larger base of users to leverage data while reducing manual errors and improving overall efficiency. Employed tools like Alteryx, SQL and Python to automate routine tasks, resulting in more accurate and timely reporting processes.
- Championed the integration of data analytics tools and concepts through weekly training sessions resulting in upskilling and wide adoption of a data-driven mindset across the team while fostering a culture of continuous learning and innovation.

- Represented Finance in the pricing process and supported business cases from a financial perspective including: pricing strategy, new product launches, market promotions and product packaging strategy.
- Collaborated with cross-functional groups and management levels to understand proposed strategies and built corresponding business cases to influence the decision-making process and drive greater profitability, while ensuring financial integrity.
- Managed the national offer strategy portfolio (>\$1B annually) from an in-year forecast, budget and long-range planning perspective. Created reporting and variance analysis focused on relevant business drivers that provided transparent and timely insights driving accountability.
- Directly managed, developed and mentored a team of three analysts, supporting their month-end, forecasting, planning and analysis activities.

**Senior Manager, FP&A, Revenue Consolidation****2016 – 2018**

- Led and managed the revenue consolidation function (>\$6B annually) covering three lines of business and six subsidiaries. Finance point of contact responsible for supporting the senior leadership team (SLT) through timely and detailed revenue and ARPU reporting and analysis.
- Coordinated, consolidated and analyzed revenue results, business metrics, budgets forecasts and outlooks. Prepared presentations for the SLT that summarized and highlighted key messages related to business performance and outlook.
- Led full P&L results reporting, forecasting and planning for subsidiaries.
- Directly managed, developed and mentored a team of three analysts supporting their month-end, consolidation, forecasting, planning and analysis activities.

**Senior Manager, FP&A, Cost of Revenue****2013 – 2016**

- Led and managed the cost of revenue (>\$1B annually) finance team. Supported the business unit through transparent and timely reporting enabling effective management of plan and driving greater profitability.
- Provided detailed reporting and analysis on all Television content programming costs (>\$700M annually); highlighting key drivers, trends, risks and opportunities. Delivered insightful financial and business case analysis to the executive team that supported the decision-making process.
- Supported the financial forecasting process for in-year forecasts, budget, and long range planning for all cost of revenue portfolio.
- Collaborated with the revenue team to enhance reporting and forecasting, ensuring that revenue and cost of revenue are aligned. Designed and built detailed financial models incorporating detailed gross margin reporting for all products.
- Directly managed a team of three analysts and supported their work related to month-end activities. Reviewed and approved manual journal entries, general ledger account reconciliation, and month-end reporting and variance analysis against forecasts and plan.

**Exinda, Toronto, ON, Canada****2012 – 2013****Manager – Financial Planning & Analysis**

2012 – 2013

**Nortel, Toronto, ON, Canada****2007 – 2011****Manager – Financial Planning, Analysis, & Reporting**

2009 – 2011

**Senior Analyst - Finance Leadership Program**

2007 – 2009

**EDUCATION & PROFESSIONAL DESIGNATIONS**

Richard Ivey School of Business, London, ON, Canada

**Master of Business Administration**

Institute of Management Accountants, NJ, U.S.A.

**Member, CMA**

The American University in Cairo, Cairo, Egypt

**Bachelor of Arts - Accounting**