



Sultan Ahmed

Business Transformation and Financial Management

Sultan is an accomplished finance leader with extensive experience in both public and private organizations. A strong communicator and hands-on leader, he excels at guiding teams to enhance productivity and profitability. Sultan has a proven track record of revitalizing underperforming operations by identifying root causes and implementing processes that improve efficiency and drive profitability. His core strengths include strategic planning and execution, financial strategy, FP&A, operational decision-making, project management, and capital and balance sheet planning. He brings deep expertise across the food, utility services, technology, and real estate sectors.

SELECTED ACHIEVEMENTS

- Successfully led and integrated a cross-functional team of 15 across Accounting, Admin Services, HR, IT, and Supply Chain Operations, driving cohesive performance and operational excellence.
- Developed a financial strategy that successfully turned around a loss-making business, achieving \$300K in monthly savings through location optimization and subsidy payments.
- Increased profitability of a food distribution business unit by 6% through detailed analysis and a strategic focus on higher-margin product lines.
- Established a business intelligence team and enhanced the financial monitoring and reporting platform, eliminating manual processes, saving 10 hours monthly, and increasing transparency.
- Developed financial models and business plans for multiple residential construction projects, ensuring accurate forecasting and strategic decision-making.
- Restructured the accounting department and processes for a \$50M food distribution business, leading to an 80% increase in accuracy and significantly enhancing employee engagement
- Spearheaded a client retention strategy by creating a client analysis tool, which enabled the development of tailored plans for individual clients. This focused approach to key accounts resulted in a 10% year-over-year improvement in client retention.
- Conducted a strategic analysis of employee compensation leading to improved employee engagement and achieving the best revenue performance to date.

PRIOR EXPERIENCE

- Mrakovic – Financial Consultant
- Alpha Medical Lab – Vice President of Finance and Supply Chain
- Affinity Sales Group – Director of Finance & Admin Services
- Sofina Foods Inc. - Corporate Controller
- Baylin Technologies Inc. - Senior Manager - Finance
- Enercare Inc – Finance Manager- Corporate FP&A and Reporting
- Bell Canada Inc – Finance Manager – External Wireless Commission
- Rogers Communication Inc – Financial Analyst – External Wireless Commission
- MHAO Dubai (Avis Rent a Car, Bosch Home Appliances, Xerox) – Finance Manager
- Dubai Holding (The Lagoons Project) Real Estate Development – Assistant Manager Development
- Arthur Andersen & Ernst Young– Audit

QUALIFICATIONS

- MBA (Finance) – Manchester Business School, UK
- CPA – CGA, Ontario
- Bachelor of Science in Applied Accounting – Oxford Brookes University, UK
- Fellow of Chartered Certified Accountants, UK
- CISA – Certified Information Systems Auditor- ISACA

