

# Ahmed Madi

Financial Analyst | Business and Finance Consultant  
Finance, Accounting and Business Administration Instructor

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 [Ahmed Madi | LinkedIn](#)

## AREAS OF EXPERTISE

- I am a people-oriented administrator with 10 years' experience. I have achieved successful results through my sound knowledge of finance principles (MBA Finance and Ph.D. Financial Analysis & Policy). My clients and students included professionals from both the government and private sectors, and from various backgrounds, cultures including HR, finance, public relations, Data control, and senior management.
- Extensive theoretical and practical knowledge of accounting and finance; wide-reaching domain experience across multiple Finance-related fields, providing insights into business health to support strategic and growth planning operations.
- Whilst my main experience has largely been in academic training and business and financial management, the skills I developed in creating research instruments, and gathering and presenting data to clients are also transferable to other industry sectors where the prime concern is to meet customer expectations through the creation of reports that are accurate, targeted, readily understandable and scalable to wider audiences.

## SKILLS

Financial Reporting   Cash Flow Management   Financial Planning   Financial Budgeting   Financial instructor  
Marketing Management   Accounts Management   Financial Analyst   Analytical   Data Analysis  
Management Experience   Business Acumen   Communication   Financial Management   Client Management

## EDUCATION

### Ph.D. (Financial Analysis & Policy)

UNIVERSITI UTARA MALAYSIA, Malaysia.

2014-2021

### Master of Business Administration in Finance (MBA Finance)

UNIVERSITI UTARA MALAYSIA, Malaysia.

2008-2011

### Bachelor Business Administration, Department of Accounting

THE ISLAMIC UNIVERSITY OF GAZA, Palestine.

2004-2008

## TECHNICAL SKILLS

- Operating Systems: Advanced with Windows and Mac.
- Office Tools: Advanced with Ms Office family.
- Citrx Neighborhood Programme: Business finance and accounting software
- QuickBooks: Accounting software, work with a financial expert.
- QM for Windows: solving linier programming and modules

## Member at

- **IMA** | The Association of Accountants and Financial professionals In Business
- [Ahmed Madi \(researchgate.net\)](#)
- Brazilian Journalists Syndicate
- International Federation of Journalists



The Association of Accountants and Financial Professionals in Business








## LANGUAGES

Arabic ● ● ● ● ●

English ● ● ● ● ●

Portuguese ● ● ● ● ●

## PROFESSIONAL EXPERIENCE

- 01/2020 - 12/2021 **Business and Finance Consultant**  
**Middle East Monitor - Brazil**  **São Paulo, Brazil**
- Oversaw all aspects of finance and administration for the organization, reporting to the executive director. Advised staff, executive director in implementation of strategies to maintain and improve fiscal condition and strengthen capacity for additional growth.
  - Managed and implemented all structural and operational processes and continually improved policies and procedures to further streamline operations.
  - Maintaining regular contact and developing strong relationships with key decision makers within designated clients, including HR, Directors, and Finance team members.
  - Designed all financial models and business plans for current and prospective projects and expansion.
- 2/2019 - 12/2021 **Senior Administrative (Client Management)**  **São Paulo, Brazil**  
**Latin Arab Center for Culture and Strategic Studies**
- Lead instrument design and data management for major research initiatives.
  - Communication. I build strong relationships with clients from different cultural backgrounds and levels of experience. I possess the ability to simplify and communicate complex financial concepts in order to further posit dialogue.
  - Customer service. I attribute my success in customer service to a genuine interest in people and seeing them achieve the best by accessing their potential. It is my strong belief that customer potential is best achieved through combination of open engagement and follow up.
- 4/2019 - 12/2020 **Project Manager (Affairs Management)**  **São Paulo, Brazil**  
**Latina Midia**
- Develop and maintain professional and productive ongoing client relationships with designated clients, ensuring elevated service levels are met with new and existing clients.
  - Managing, confirming and implementing service and agreements with clients.
  - Ensuring client service, renewal and timing standards are met or exceeded
  - Work with Case Managers on client plan design, plan strategy, contribution strategies and new projects options. Assist in deployment of short- and long-term social media strategies.
  - Coordinates with external agencies to verify the standards of the deliverables meet business expectations.
- 2016 - 2019 **Financial Manager**  **Kuala Lumpur, Malaysia**  
**International Educational Scientific and Cultural Organization**
- Lead team to oversee full spectrum of finance functions and business operations leadership to multiple which has programs services of approximately \$2.8M.
  - collaborating directly with CEO on full spectrum of financial matters relating to business strategy, performance management, budgeting, forecasting, cash management and analysis.
  - Coordinate with internal teams such as Accounts, HR. Facilities and Legal to accurately model past and future financial performance.
  - Drive process improvements in automation of financial reporting through close collaboration with up-stream process doners.
- 2014 - 2018 **Graduate Teaching Assistant (Research Assistant)**  **Sintok, Malaysia**  
**Universiti Utara Malaysia**
- Lecturing for financial management students
  - Supervising student projects
  - Preparing and evaluating assessments and exams as well as marking and grading
  - Reviewed and summarized journals and Articles
  - Collected data from DataStream, annual reports, and other resources
  - Analyzed data using SPSS, STATA, Eviews, and Gretl
  - Commented on the results and suggested for recommendations

## PROFESSIONAL EXPERIENCE CONT.

- 2014 - 2013** **Lecturer** **Albukhari International University** **Alor Setar, Malaysia**
- Devise and deliver education modules to students and coordinate training within the Faculty of Business.
  - Supervising student projects
  - Preparing and evaluating assessments and exams as well as marking and grading
- 2013 - 2012** **Lecturer (Part Time)** **Arab College of Applied Sciences** **Gaza, Palestine**
- Devise and deliver education modules to students.
  - Developed exams to properly gauge information retention and student performance.
  - Designed course materials, including syllabus and instructional plans for each class session in accord with the stated course objectives.
- 2013 - 2011** **Lecturer** **Al-Aqsa University** **Gaza, Palestine**
- Devise and deliver education modules to 60 students and coordinate training within the Faculty of Business.
  - Facilitate module development, training, and rollout of new diploma level courses across the Business Faculty, enhancing student professional development, student recruitment.
  - Liaise with the College Leadership Team to ensure the efficacy and professional delivery of student training within the Faculty of Business.
  - Developed exams to properly gauge information retention and student performance.
- 2013 - 2011** **Finance Analyst (Part Time)** **Future Association for Culture and Development** **Gaza, Palestine**
- Supported performance management and reporting for business unit with annual revenues in excess of 500k USD.
  - Analyzed financial payback and strategic fit of projects and provided independent and objective assessment for further evaluation.
  - Produced management reports and ad hoc analysis for senior management to support strategic decision making
- 2012 - 2011** **Finance Assistant (Contract 8 months)** **UNRWA** **Gaza, Palestine**
- Applied proper codes to invoices, files, and receipts to keep records organized and easily searchable.
  - Organized budget documentation and tracked expenses to maintain tight business controls.
  - Input financial data and produce reports using Citrx Neighborhood

## COURSES (TEACHING EXPERIENCE)

- Investment and Portfolio Management
- International Finance
- Corporate Finance / Business Finance
- Financial Markets and Institutions
- Financial Reporting and Analysis
- Financial Analysis
- Financial Management
- Financial and Managerial Accounting
- Financial Accounting
- Managerial Accounting
- Behavioral Finance
- Business Administration
- Professional Development

## PUBLICATIONS

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1. Madi, A.K., & Yusof, A.R. "The Conceptual Perspective of the Subjective Norms Determinant of the Investors Decision-Making Behavior." 2018
2. Madi, A.K., & Yusof, A.R. "Financial Literacy and Behavioral Finance: Conceptual Foundations and Research Issues." 2018
3. Dikko, Maryam, and Ahmad K. Madi. "Casualties and effects of household debt in ASEAN countries." International Journal of Economics, Commerce and Management. 2015

## CONFERENCES PARTICIPATION

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1. Participant in seminar organized by Strategic Management Club (SMC), COB Consulting Business Intelligence (COBC-BI) Center and Universiti Utara Malaysia College Of Business (UUM COB), on "Gaining Strategic and Organizational Capability in Turbulent Times " 16/03/2010
2. Participant in Conference organized by College Of Business Universiti Utara Malaysia and Ministry of Higher Education on "International Soft Science Conference 2009". 6th – 7th /11/ 2009
3. Participant in Seminar organized by College Of Business Universiti Utara Malaysia (COB UUM), on "Challenge Your Mind With Tony – The sky is not The limit Change Management Through Entrepreneurship". 13/10/2009
4. Leadership Workshop on "Problem Solving and Negotiation", "Managing Risks". Universiti Utara Malaysia, Ministry of Higher Education Malaysia. 06/04/2009
5. Seminar on "Financial Management after Graduation". Credit Management and Debt Counseling Agency, Malaysia. 04/04/2009

## PERSONAL INFORMATION

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- **Nationality:** Brazil
- **Date of Birth:** 15/01/1987
- References are available on request