

Mahmoud Hegazy

Instructor

Career synopsis

Hi, I'm Mahmoud, a strategic business planning consultant with a data-driven and digital transformation mindset.

With over 20 years of experience, coming from the oil and gas industry, exposed to entrepreneurs' business models.

I can walk you through the business planning complexities, starting with identifying the need for change, moving to developing strategies that eventually achieve long-term success.

Think of me as your agent of clarity or strategy coach.

I've helped companies across various sectors (trading, manufacturing, service, even education!) navigate change, unlock growth, and be fit for the future.

I wish you shared with me the same passion for driving business growth resourcefully.

We can help companies utilize their resources to the max, strengthen their competitiveness to the best, and harness new technologies to unlock near-field opportunities.

My courses are designed to make business planning complexity clear, actionable, and adaptable.

We'll use data, case studies, and even some cool technologies like Business Intelligence and Artificial Intelligence, to help us craft robust business plans and learn how to control them.

I'm thrilled to empower YOU to turn your plans into reality, through embracing the culture of active planning.

Planning is more than just a one-off event, it's an iterative process.

That is why "plans are nothing, but planning is everything".

Thank you.

Professional experience

July 2000-March 2005 - Financial Accountant - Shell Marketing Egypt, Egypt

- Oversee plant manufacturing system, AR cycle, monitor product costing, participate in consolidation activities, period-end closing and account reconciliation.

April 2005-January 2007 - Cost Controller - Shell Marketing Egypt, Egypt

- Responsible for product costing and inventory validation, support portfolio management, stock liability reconciliation, participating in period-end closing and being a member of the supply chain team.

January 2007-December 2008 - Project Inventory and Manufacturing Accounting Advisor - Shell Marketing Egypt, Africa

- Member of Africa ERP implementation project that unified the continent's OUs on a single platform, responsible for end-to-end SKU data ETL, business stakeholder management, finance integration for change management, implementing data governance framework, product costing documentation, validating manufacturing, product costing system and tackling stocks accounting related cell validation errors, & stocks accounting logical checks.
- Knowledge test / assessment

December 2008-December 2009 - Financial Planning Manager and Senior Credit Controller - Shell Marketing Egypt, Egypt

- Responsible for the company performance reporting, financial statements/profitability analysis reporting, Opex and Capex reporting, supporting local finance manager in statutory reporting reconciliation, carrying budgets validation, reassuring business performance commentary, double-hat credit controller role, approving credit release, endorsing credit vetting, and support treasurer in cashflow management, and financial health checks.

December 2009-December 2011 - Credit Controller - North Africa - Shell Oil Africa, North Africa

- Oversee North Africa region credit KPIs i.e., overdue & over credit, reassure companies' credit status, endorse credit release in accordance with policy and manual of authority, represent the credit team in business meetings, enhance credit health, and support treasures in cash flow management, and bank reconciliations.

December 2011-December 2012 - Africa Reporting and Performance Analyst - Shell Oil Africa, Africa

- Member of Africa reporting team responsible for the region performance reporting, submitting Africa's region-segmented financial statements, detailed profitability analysis reports, and Opex and Capex reporting. Support local finance managers in statutory reconciliation & period-end closing, a focal point for group reporting changes. Support decision-making with financial and non-financial trends and data, and business analysis. Support sales and operation managers in addressing their performance gaps. Support & validate (T&R) targets and resources, build performance dashboard, and carry out advanced analytics about company performance using Business intelligence solutions and KPIs. I built a mapping solution to integrate the SAP BI tool with non-SAP ERP for group performance reporting.

January 2013-September 2016 - Development and Business Planning Analyst - Shell Egypt Upstream, Egypt

- Led the Business planning team and liaised with business functions, economists, and finance to deliver the company's long-term business plan, and production project to integrate SAP Shell's server with its JV's data sources to fulfil business planning activities and annual petroleum reporting to SEC. Key member in JV stakeholders' management, participate in submitting annual petroleum resources report, reassure well production data, undertake production forecast, implement data governance framework, secure quality data for both financial reporting and economists project appraisal, streamline group reporting process utilize BI solutions for data visualization and production/projects dashboards, member of crisis and risk assessment core team.

July 2017-December 2018 - SAP FI-CO Implementation Consultant - External - Shell Lubricant Egypt, Egypt

- Member of a 6 mln USD SAP implementation project, Undertake SAP FI-CO module data cleansing, mapping, conversion, coaching finance team, i.e., GL, CO, AP, AR, asset management, taxation, Treasury and R2R analyst, support the finance manager to design integrated and robust finance processes, responsible for reviewing master data for financial reporting purposes,

participate in business impact analysis, PEC during the stabilization period, monitoring the company reporting data warehouse, utilizing BI solutions to tackle cell validation errors, accounting logical errors, performing advanced data analysis to monitor business performance KPIs.

- Personnel training
- Knowledge test / assessment

January 2019-January 2020 - R2R and Business Analysis - External Consultant - Shell Lubricant Egypt, Egypt

- Support finance team during the SAP post-Go-live period, perform gap analysis for finance processes improvement, propose quick win solutions to close inefficiencies and improve accuracy, kick-off CI projects to enhance finance functions harmonization, lead a cross-function team aiming to streamline the supply-chain process & integration with the finance function, coach finance controllers and treasury during period end closing activities, accruals, AP, AR, AM/AUC, Opex, Capex, taxation, IFRS16 and R2R, review group financial reporting statutory & segmented, support treasurer in streamlining cashflow management process, build a business intelligence tool supported by data warehouse to visualize KPIs of the Order-to-Cash process efficiency, reassure the SAP FI-CO master-data to ensure seamless group reporting.
- Curriculum development
- Personnel training
- Knowledge test / assessment

January 2021-Until now - Strategic Business Analysis and Change Consultant - BusinessCube LLC, MENA

- Provide GAP analysis and feasibility of strategic change, setting new system requirements, monitoring progress, stakeholder management, providing technical expertise and support for digital transformation purposes, analyzing, and resolving user issues, change management for digital adaptation and providing training and support for users. Provide entrepreneurial mentorship, business planning/business intelligence coaching and corporate governance. experience in industrial, trading, education sector and service organizations.
- Curriculum development
- Personnel training
- Knowledge test / assessment

Education and qualifications

Type	Name
1996 - 2000, Bachelor	Cairo University, Accounting and Finance
2012	IMA, CMA, 120 hours
2014	CIMA, Diploma in management accounting, 120 hours
2018	CIMA, Advanced diploma in management accounting, 120 hours

Language: English, Arabic