

HASSAN DAYEH

Financial Planning & Analysis Lead

SUMMARY

Results-driven finance professional with a robust background in financial planning, analysis, and project management. With over a decade of experience optimizing operations in international environments, I bring a proven track record of driving growth, managing budgets, and facilitating partnerships. Seeking to leverage my expertise as a financial professional within a dynamic organization.

EXPERIENCE

02/2020 - Present

Egypt

Financial Planning & Analysis Lead for MENA & Africa

British Council

- Led cross-regional planning efforts, challenged submissions, and identified operational synergies.
- Analyzed growth and product trends, leveraged KPIs to maximize opportunities and mitigate risks.
- Engaged with stakeholders to review financial performance, provide recommendations, and address issues.
- Managed investment analysis models, evaluated pricing trials, and drove pipeline adjustments to achieve targets.
- Strengthen focus specifically on GCC & Egypt clusters.

01/2018 - 01/2020

Remote

Finance Consultant

Freelancer

- Led comprehensive finance management initiatives for diverse nonprofit projects aimed at supporting Syrian refugees across multiple domains.
- Delivered remote support to teams within various NGOs spanning Turkey, Lebanon, and Jordan, contributing to their operational excellence.
- Orchestrated strategic partnerships between local NGOs and prominent European entities, encompassing aspects of delivery, capacity building, and financial oversight.
- Subcontracted extensively with a spectrum of European stakeholders, including esteemed organizations like DAAD, Campus France, EP-Nuffic, GIZ, and others.
- Navigated funding challenges amid imposed sanctions, facilitating the financing of vital humanitarian activities.

06/2016 - 12/2017

Egypt

EU Projects Finance Manager

British Council

- Initiated budgeting for collaborative non-profit projects, ensuring alignment with partner organizations.
- Led efforts to uphold financial standards across internal and partner fronts, bolstering transparency and compliance.
- Produced regular reports for internal and external stakeholders, enhancing project transparency, and managed costs for increased project efficiency.

12/2013 - 05/2016

Egypt

Financial Planning & Analysis Manager

British Council

- Utilized Excel dashboards to guarantee data-driven insights for monthly/quarterly business assurance.
- Offered technical support and ad hoc reports to business leads, fostering informed decision-making.
- Implemented innovative analysis methodologies, correlating cost efficiency with income performance and customer behavior patterns.
- Successfully researched and implemented business solutions, optimizing workflows and outsourcing strategies.

EXPERIENCE

06/2009 - 11/2013

Syria & Egypt

Finance Manager

British Council

- Leveraged SAP R/3 to manage overhead budgets, monitor transactions, and execute international accounting tasks, encompassing receivables, payable, cash flow, accruals, and cost control.
- Led internal auditing, sampling, and surprise checks on business units while preparing regular reports to demonstrate adherence to organizational standards, ensuring transparency and compliance.
- Provided guidance to business units regarding procurement and tendering events, oversaw complex payroll aspects including taxes, social insurance, medicals, and bonuses. Additionally, directed external audits to ensure smooth collaboration and transparency.

10/2007 - 05/2009

Syria

Sales System Coordinator

Four Seasons Hotels and Resorts

09/2005 - 09/2007

Syria

Communications Supervisor

Four Seasons Hotels and Resorts

EDUCATION

2008

Bachelor's degree in economics

Damascus University

- Acquired a comprehensive understanding of economic principles, statistical analysis, and critical thinking. Developed skills in market research, financial analysis, and strategic planning through coursework and practical applications.

2004

Associate's degree in business administration and marketing

Damascus University

- Attained expertise in business fundamentals, marketing strategies, and consumer behavior. Cultivated skills in market analysis, campaign planning, and effective communication within diverse business environments through hands-on projects and coursework.

LANGUAGES

Arabic

Native

English

Proficient

Spanish

Beginner

STRENGTHS



Workflow Solutions

Developed and implemented advanced tools to automate workflow and minimize manual calculation resulting in better stakeholders' experience, less FP&A professionals' time, and minimum human errors.



Data Visualization

Designed interactive dashboards utilizing Excel and Power BI, leading to enhanced financial reporting and more informed, data-centric decision-making.



Financial Forecasting

Built forecasting models utilizing Excel and Power Query, yielding a measurable improvement in forecasting precision.



Project Management

Directed multiple successful projects, ensuring consistently compliant financial reports and cost-effective and working closely with operations force throughout the project life.

APPLIED SKILLS

Financial Management

[International Accounting](#) [Nonprofits](#) [ERP](#) [SAP](#) [QuickBooks](#) [Income Growth](#)

[Budget Management](#) [Risk & Compliance](#) [Balance Sheet](#)

Financial Analysis

[Budgeting & Forecasting](#) [Financial Analysis](#) [KPI's](#) [Competitor Analysis](#) [Financial Modeling](#)

[Variance Analysis](#) [PowerBI](#) [MS Office](#) [Business Intelligence](#) [Statistics](#) [Reporting Tools](#)

Microsoft Excel

[Power Query](#) [Microsoft Excel](#) [VBA Coding](#) [Pivot Tables](#) [Complex Formulas](#) [Dashboards](#)

Management

[Leadership](#) [Decision Support](#) [Stakeholder Management](#) [People Management](#) [Presentation](#)

[Business Development](#)

DEVELOPING SKILLS

[Python \(Fundamentals\)](#) [SQL \(Fundamentals\)](#)

CONTACT INFORMATION



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