Zeshaan Nawaz ACMA, CGMA

**Finance Manager** – Specialist in FP&A and Business Partnering

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Finance Manager with a demonstrated history of working within the FMCG Retail sector, covering a broad range of roles from Financial Control to FP&A and Business Partnering. I have personally contributed to and played a key role in the largest ERP Transformation Programme in Europe with Tesco PLC. Possess a friendly approach and a pro-active team member excelling in working collaboratively cross-functionally or independently, with minimal supervision.

CORE COMPETENCIES

* Financial Planning and Analysis
* E-commerce
* Business Partnering
* Forecasting and Budgeting
* Management Accounting
* Corporate Reporting

SELECTED ACHIEVEMENTS

* Overhauled the Product Capital Governance process, improving efficiency and forecast accuracy by over 50%, whilst simultaneously reducing Finance Director workload
* Supported the Execution leadership team to find £10m savings and re-purposed a further £4m across the business to support Customers through effective marketing campaigns during cost-of-living crisis and inflationary pressures.
* Partnered the Commercial teams to deliver £35m savings through consolidation of Head Office costs across 3 years
* Pioneered a formally documented inter-company agreement as part of the Tesco Finance Transformation Programme

EXPERIENCE

**ASDA,** Leeds, United Kingdom.

**Finance Business Partner – George Dotcom (E-commerce)** *Dec 2022 – Current*

Finance Business Partner and key advisor to the E-commerce and George Leadership team, working closely with the Senior Vice President and Senior Director for Non-Food E-commerce. Responsible for the full P&L for George.com, a Clothing and General Merchandise Retail business, with an annual turnover of £550m and EBITDA of £50m. Strong focus on relationship building as the role entails working closely with a wide variety of stakeholders across the business, enabling me to challenge and influence as necessary. Reporting into the Senior Director for Online Non-Food.

* Finance rep at two separate monthly Exec Board meetings with the E-commerce and Non-Food SVP. Offering insight and making commercial recommendations, challenging the online trading business, performance reporting and unlocking value through analysis, to support the business to achieve its strategic objectives by delivering sustainable growth plans, achieving annual turnover of £750m by 2025.
* Independent proposals made to support delivery of transformation growth, by increasing acquisition and conversion of incremental customers, whilst ensuring retention of current 2m loyal George Rewards customer base. Business cases centred around DSV growth, monetisation of E-commerce platform, digital marketing and decommissioning current loyalty programme to align to a new corporate scheme to provide a frictionless omni-channel experience for customers.
* Key Finance lead for the entire business, delivering accurate and timely management accounts, corporate reporting, forecasting and budgeting on a monthly basis. Working closely with key stakeholders across R2R, Marketing, Logistics, Online and Retail Trading’’’’.

**TESCO PLC,** Welwyn Garden City, United Kingdom.

**Finance Business Partner – Customer** *June 2022 – Dec 2022*

Finance Business Partner and key advisor to the Execution Leadership team. Responsible for £180m marketing communications spend, creating effective governance processes, maximising Income potential from our estate and supporting the business to understand ROI of marketing campaigns. Reporting into the Head of Finance – Customer.

* Supporting the Execution leadership team to track and optimise Execution (marketing communications) spend. Challenging the team where necessary to improve performance, ROI, embed GSNFR savings identified alongside Procurement, and value of marketing campaigns.
* Partnering with dunnhumby, our market leading partner in data analytics, to maximise income from sale of owned Media within Brand guidelines, controlling and prioritising how and where resource is deployed, challenging dunnhumby to ensure spend is prioritised based on Brand objectives.

**Finance Manager – FP&A Product Head Office & Capital** *Feb 2020 – June 2022*

Accountable for £150m Product Head Office spend and Capital activities, including but not limited to Annual Budgeting, Periodic Forecasting and Corporate Reporting alongside variance analysis and providing insightful commentary. Reporting to the Head of Finance and Finance Director, and responsible for one direct report as part of my duties.

* Business Partner to the Quality Leadership team, consisting of 5 senior directors including the Group Quality Director. Enabled cost savings for each Director by performing regular deep dives into Head Office Payroll and Expenses.
* Govern £60m Product Capital spend. Support the Finance and Non-Finance teams to create sound Investment proposals to present at the Investment Committee, with annual Post Investment Reviews (PIRs). Improved Capex forecast accuracy by over 50% by leading half-yearly upskill sessions for Property Managers and Finance Business Partners.
* Extensive use of Tableau and the Cost to Serve tool to identify profit enhancing opportunities and improve commercial performance, by generating insight into Commercial areas, through analysis of suppliers and product lines.

**FP&A Manager – UK Central Finance** *Sep 2018 – Feb 2020*

Responsible for developing the overall UK Core Budget from Sales to Operating Profit, leading, and managing the planning process across 12 Functions, in co-ordination with FP&A Finance Managers, respective Functional Heads and individual P&L lines owners across Property, Marketing, Distribution, Head Office and Payroll. Reporting to the Head of Central Finance.

* Finance Business Partner to Senior executives in Central functions, regularly presenting profit maximizing opportunities and insights to aid better decision making, using the Cost to Serve tool. Analysis included profitability by store by product, combined with Customer data (basket size, customer preference scores, star lines, basket penetration, affluence), Property data (store refresh, opening times, competitor catchment area) and Supply Chain data (product availability and stockholding).
* Enforcement, Implementation and Monitoring of Actual spend against the approved budget. Further participation to improve the budget process via periodic reviews of the budget against actual spend, liaising with various functions across the business, obtaining feedback on the process from key personnel, and independent analysis.
* Periodic Corporate Reporting for the Group Exec pack, used by Senior Leadership team. Highlighting year on year trends, variances to Budget, volume movements and like-for-like Sales.

**Finance Manager – Distribution Financial Control** *Sep 2017 – Sep 2018*

Responsible for the Distribution month end process, including balance sheet reconciliations, leading management accounts, posting HFM journals in excess of £100m, operating lease submissions and journal reviews with depot managers. Production of annual statutory reports for Tesco Distribution Limited (TDL), a £1.6bn entity.

* Drove Simplification of key internal processes; Closed unprofitable Distribution Centres, provided training to depot finance managers to improve journal accuracy and the cost re-allocation across Closed DC’s (congestion charging, legal fees, stock loss, business rates etc.) following investigations.
* Formulated a proposal to present to the Corporate Simplification team to liquidate a Group Entity. As part of this process, I conducted due diligence and engaged wider stakeholders, ranging from Treasury to Tax, and external companies, such as EY, as part of the Finance Transformation programme to reduce Group entities. Delivered £0.1m savings annually through reduction of colleague hours and audit fees.
* Led the Finance Transformation Programme for Distribution delivering on improvements to the Fusion COA’s by reducing cost centres and account codes and moving assets out of closing cost centres from the Fixed Asset Register.

EDUCATION

**BSc (Hons) Accounting and Finance – First Class Honours achieved** | University of Bradford | 2013 – 2016

**4 GCE A-Levels** | University Academy Keighley | 2012 – 2013

**GCSE’S**: 12 passed including Maths (A), English (C) and Science (A).

PROFESSIONAL QUALIFICATIONS

**Qualified Chartered Accountant** | CIMA | 2020

IT & SYSTEMS SKILLS

* Excellent Microsoft Excel skills
* Oracle Fusion
* Advanced user of Tableau
* Hyperion Financial Management