



ZAINAB ABBAS

CHIEF FINANCIAL OFFICER

Startup & Scale-up Specialist | Financial Strategy & Compliance | Reporting Automation & BI

CONTACT

- +971 56 7807752
- zainab_leo@hotmail.com
- Dubai, UAE
- [Zainab Abbas | LinkedIn](#)

EDUCATION

Master of Commerce

University of Karachi, 2008

ACCA

Association of Chartered Certified Accountants, 2017

SKILLS

- Financial Modelling
- Budgeting & Forecasting
- Cost Optimization
- ERP Implementation
- Strategic Planning
- Business Intelligence
- Compliance & Audit
- Process Automation
- Performance Management
- Power Bi & Looker Studio
- Strategic Leader

HONOURS & AWARDS

- Ranked among the Top 10 women in Finance in the UAE – 2022
[Zainab Abbas: Upping The Finance Game With Result-Driven Strategies](#)
- Gold medal for 1st position in Honors in Commerce – University of Karachi 2007

PROFESSIONAL OVERVIEW

- Finance leader with 15+ years' experience in financial strategy, reporting automation, compliance, and building finance functions from the ground up across Healthcare, Retail, and IT.
- Specialized in startup and growth environments, setting up accounting and internal audit departments, scalable workflows, and financial controls.
- Strong record of finance transformation, cross-functional leadership, and delivering sustainable profitability.

PROFESSIONAL EXPERIENCE

Geeks Technology DMCC, Dubai

Chief Financial Officer | 2017 – Present

- Financial Management & Analytics** – Oversee AED 10M annual budget, reduced operational expenses by 10%, and enhanced FP&A accuracy by 30% through improved forecasting and reporting metrics.
- Compliance & Governance** – Ensured 100% compliance across DMCC, BVI, and India entities; successfully established India operations and managed licenses, ISO, trademarks, visas, and insurances.
- HR & Administration Leadership** – Headed HR and Admin functions, introduced PMS, designed company policies, and authored the HR manual.
- Process Optimization** – Implemented workflows (Scribe, Whimsical) and developed KPIs/commission structures, boosting efficiency and performance across departments.

PAN Home, Dubai

Management Accountant | 2014 – 2017

Internal Auditor | 2012 – 2013

- Cost Optimization** – Delivered AED 2M in savings by leading a cost-benefit analysis that optimized outsourced logistics operations.
- Financial Controls** – Recovered AED 0.2M through detailed verification of interbank transfer and loan interest rates across multiple banks.
- Asset Management** – Reduced fixed assets by AED 4M through reconciliation of the GLPI register and physical verification across showrooms and warehouses.
- Reporting & Insights** – Built management reporting systems and dashboards covering sales, utilities, employee data, KPIs, and financial performance, enabling efficient and data-driven decision-making.

KEY ACHIEVEMENTS

Increased Profitability

Spearheaded a financial turnaround in partnership with the CEO, driving the company from losses to 15% net profitability.

Operational Efficiency

Implemented a PSA ticketing system with CEO, leading finance, procurement, and audit functions, boosting team efficiency by 25%

Business Intelligence & Insights

Built comprehensive financial and performance dashboards in Power BI, delivering trend-based insights for strategic decision-making.

Audit Analytics

Developed audit dashboards, workflows, and alerts to monitor customer utilization and profitability, increasing contract value by 20%.