



Nour El Masdi

Date of Birth: 01 September 1978

Marital Status: Married

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Over 18 years' experience in international luxury hotels across 5 different countries (Egypt, Bahrain, Qatar, UAE and Saudi Arabia) Possess a thorough knowledge of financial processes, operating results and profitability. Expert in executing team-driven process improvements to increase revenue growth, operational efficiency, and maximize profitability. Excellent leadership qualities, focused on developing the talents of Ladies & Gentlemen, driving results, delivering exceptional guest experiences as well as possessing a genuine passion for the hospitality industry.

PROFESSIONAL EXPERIENCE

JW Marriott Burj Rafal Riyadh, Saudi Arabia (Conversion Hotel)

Assistant Director of Finance September 2020 – February 2022

(Acting Director of Finance Jan 2021 – Dec 2021)

- Prepare consolidated yearly budget & monthly forecast and cost analysis for the hotel conversion under the new brand name of JW Marriott.
- Provide support to the general manager for further tasks if required.
- Implement and find solution for cost saving to improve the profit during the pandemic situation of Covid-19.
- Develop and communicate the financial strategy and provide direction to the organization.
- Build a high performance environment across the entire hotel divisions.
- Supervise and develop the finance team and insure productively improvements are applied.
- Insure all systems are updated and configured as per Marriott standard.
- Compliance with the owner external audit and insure smooth audit is taken place and review and approved the final financial statement before submitted to any legal authority.
- Ensure the delivery of compliance control as per the company standard.
- Work closely with legal to address legislative and regulatory liabilities.
- Complete period-end closing procedures and reports as specified and prepare the profit and loss report and maintain accuracy posting.

Fairmont Fujairah Beach Resort by Accor Hotels Internationals Fujairah, UAE

Finance Manager November 2018 – January 2020

- Developing accurate and complete financial statement and reports to hotel management, corporate office and owners.
- Leading monthly profit and loss meeting with all department and discuss areas to improve and find options to save cost.
- Effectively coordinated with operating divisions to shorten the reporting process for monthly closings and improved forecast accuracy.
- Developing, implementing and monitoring credit collection procedures and insure that no potential bad debts are accrued.
- Preparation of annual budget and monthly rolling forecasts, provides analyses support during budget reviews to identify cost saving and find ways to improves profit growth in operating departments.
- Implemented new structure of cost saving initiatives increased profit margin and achieved healthy flow through.
- Adhering to all applicable permits, insurances and licenses and insure all are valid and in line with the country law.
- Providing high standard of safety for all documents which may affect the financial status of the hotel including leases, contracts, and any other legal records and documents.
- Maintain effective hotel cash flow and bank reconciliation to management and owner.
- Participated with Revenue and Sales & Marketing to agree and implement effective strategies for futures plan.
- Achieved high standard of both internal & external audit and develop a plan to identify areas to improve.
- Developed accountability for Leaders by implementing departmental balance scorecards and regular reviews to drive staff performance to the highest level.
- Provided support to director of finance / General Manager for various tasks if required.

La Ville Hotel & Suites City Walk Dubai Autograph Collection by Marriott International Dubai, UAE

(Preopening team leader memebre) Assistant Director of Finance September 2016 – August 2018

- Set up all accounting systems and insure all systems are running before the opening date with efficiency.
- Consolidated chart of accounts to enable accurate and efficient reporting
- Preparation of annual budget and monthly rolling forecasts, provides analyses support during budget reviews to identify cost saving and find ways to improves profit growth in operating departments.
- Prepare the monthly critique meetings and review information with management team.
- Maintain cash flow projections and bank reconciliations for owner and corporate office.
- Reconciles balance sheet and ensures account balances are supported by appropriate documentation in accordance with SOPs
- Assist head of the department to improve their financial awareness and provide them with relevant financial information for their operations.
- Managing the entire finance team and insure training and development skills are taken place so they will be ready for next and future step.
- Compliance with the owner external audit and insure smooth audit is taken place and review and approved the final financial statement before submitted to any legal authority.
- Management of VAT audit and response to any tax authority request on timely manner.

The Ritz Carlton Doha, Qatar

Chief Accountant November 2011-August 2016

- Complete period-end closing procedures and reports as specified and prepare the profit and loss report and maintain accuracy posting.
- Prepare the A&L reconciliation report and make sure its fully completed backups.
- Provide cash flow to owner and corporate on monthly and quarterly basis.
- Coordinates implements and follows up on Accounting SOP audits for all areas of the property.
- Achieves and exceeds goals including performance goals, budget goals, team goals, etc.
- Check the monthly payroll for all hotel members and insure that vacation and final payment are matching with accrual.
- Provides information to supervisors and co-workers by telephone, in written form, e-mail, or in person.
- Assist the director of finance for yearly budget preparation and monthly forecast.
- Prepare the monthly profit and loss meeting minutes and follow up with the concern department for the action need to be taken.
- Maintain and achieving current status aging for corporate as well owner payment.
- Achieved the highest Marriott audit rating in 2012
- Five-star leader for the 3rd quarter 2013 and 1st quarter 2015

The Ritz Carlton Doha, Qatar

Credit Manager June 2009-November 2011

- Achieve less than 10% of outstanding amounts over 60 days and DSCO Days.
- Maximize the cash flow of the company by collection the outstanding invoices in timely manner & Conduct the credit meetings and internal department meetings in monthly basis.

Continental Hotels & Resort Sharm el Sheikh, Egypt

Credit Manager November 2008-June 2009

Sol Melia Hotels & Resort Sharm el Sheikh, Egypt

Credit Manager May 2008-November 2008

The Ritz Carlton Bahrain Hotel & Spa, Bahrain

Credit Manager July 2007-May 2008

The Ritz Carlton Sharq Village & Spa Doha Pre-opening team, Qatar

Credit Manager October 2006-June 2007

The Ritz Carlton Sharm el Sheikh, Egypt

Revenue supervisor in charge on income auditor, account receivable February 2005-September 2006

- Control all the income and revenue of the hotel and insure that all the revenue is transfer to the proper account on back office sun ledger.
- Responsible for issuing the daily revenue report and prepare the market segment report to the controller and corporate office.
- Work beside the account receivable team and conduct the proper training in order to enhance their knowledge to apply the credit policy of the company.

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- Daily bucket check system on the front office area and food & beverage cashiers.
 - Directing and supporting the different areas in the finance division such as income, accounts payable and general cashier.

The Ritz Carlton Sharm el Sheikh, Egypt

Receivable supervisor January 2004- February 2005

- Checking all the invoices and insure that rate is post correctly and doing the necessary adjustment and corrections and delivered to the credit manager on efficient time.
- Reviewing the deposits amount and reconcile with back office in monthly basis.
- Control and make reconciliation for all the credit card and balance all the batches with each credit card system code and posting the commission JV.
- Responsible for posting all the payment and reducing the account receivable aging before the month end.
- Meetings with any group meeting planner before the group arrival and departure to agree about the billing instructions and method of payment.

Movenpick resort el Qusier, Red Sea, Egypt

Account receivable & General Cashier and Account Payable October 2002- January 2004

The Desert Rose hotel, Hurghada, Red Sea, Egypt

Account receivable June 2002-October 2002

The Desert Rose hotel, Hurghada, Red Sea, Egypt

Receiving Clerk February 2002-June 2002

Melia Pharoah hotel, Hurghada, Red Sea, Egypt

Restaurant & night auditor March 2000-February 2002

The Ritz Carlton Dubai, United Arab Emirates

Task force for revenue department (credit, income) August 2006

The Ritz Carlton Doha, Qatar

Task force for revenue department (credit, income) June 2006

Education

Bachelor of commerce with four-year university study.

Additional Skills

- Expert in Microsoft Office, with a focus on Excel
- Multiple finance systems (Opera Micros Fidelio, SUN, GFS Hyperion, PeopleSoft, Birch street, Material control and Oasys payroll system)
- Language Arabic (mother tongue), English fluent in spoken and written