

# Sharjeel Ilyas

## Financial Analyst

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### PROFESSIONAL SUMMARY

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With combined experience of over 3 years, I am a financial analyst with an advanced degree in Finance from the UK, and CFA level 1; currently working for an emerging Electronic Money Institution (EMI) in Pakistan. My expertise lies in financial modeling, company valuation, and stakeholder management, providing critical insights to guide strategic decision-making.

I have successfully prepared investor pitches and led fundraising efforts, attracting significant interest from investors. Additionally, I manage regulatory compliance, liaising with the State Bank of Pakistan to ensure alignment with licensing requirements and smooth market entry.

### WORK EXPERIENCE

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#### Financial Analyst

Finpay Technologies (Electronic Money Institution), Pakistan  
(September 2023 – Present)

- Core team member in establishing the business, playing a pivotal role in building the founding team and establishing key functions
- Leading development of EMIs for the European and Pakistani markets, overseeing the entire process from inception to implementation
- Conducting comprehensive financial analyses to provide valuable insights supporting strategic decision-making regarding go-to-market plan
- Exploring business development opportunities, building business cases and feasibility reports
- Preparing forecasts and business models for prospective vertical launches in the GCC region
- Developed accounting schemas and chart of accounts, leading the charge in creating a robust Financial Reporting system
- Coordinating with technical team of developers and BAs, facilitating development and User Acceptance Testing (UAT) of all features
- Optimized business processes to ensure seamless operations and adherence to industry best practices
- Ensuring regulatory compliance by establishing strong rapport with the financial regulator in Pakistan for the license approval process
- Carrying out fundraising activities through developing compelling business cases and proposals, making investor pitches

#### Financial Analyst

Futafut Services, Pakistan  
(August 2022 – August 2023)

- Optimized financial operations, with monthly forecasting (revenue and expense) and trend analysis
- Automated settlement processes through system generated reports to improve operational efficiency, reducing turnaround time by 70%
- Enhanced business efficiency through financial analyses to improve rider fleet management, reducing costs and increasing productivity
- Built a management reporting mechanism, highlighting daily performance of the key value drivers of business
- Tracked Key Performance Indicators and advised management on business performance
- Run variance analysis of actual performance with forecasts, helping the steering committee adjust strategy suitably
- Partnered across teams to effectively manage a PKR 20 million marketing budget for commercial launch
- Developed and implemented promotions and pricing strategies in collaboration with sales and marketing teams to work towards cost reduction and maximize revenue
- Built comprehensive financial models for upcoming use-cases, with scenario analysis
- Led fundraising efforts through robust financial projections and forecasts, attracting significant investor interest
- Collaborated with external consultants for business valuations of 2 group companies to be used for fundraising purposes

#### Business Analyst

Systems Limited, Pakistan  
(October 2019 – December 2020)

- Implemented ERP systems, ensuring alignment with business requirements and user needs through detailed stakeholder engagement
- Conducted requirement gathering sessions with clients to identify and document their needs, mapping suitable solutions with Dynamics 365
- Configured initial system parameters and settings for new clients, ensuring a tailored setup that meets business objectives
- Developed and maintained detailed documentation, including Business Requirements Documents (BRDs), Functional Specifications, and Solution Designs to ensure clarity and alignment across all project phases
- Planned and assisted the transition from Microsoft Dynamics AX to D365, minimizing downtime and enhancing data integrity through careful planning and execution
- Provided essential post implementation support, working closely with clients to ensure seamless system adoption and high levels of user satisfaction
- Conducted training sessions to empower clients with the knowledge to effectively use the new systems and features

### EDUCATION

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#### Master of Science (MSc), Project Analysis, Finance and Investment

University of York, United Kingdom, 2022

#### Bachelor of Science (BSc), Accounting and Finance

Institute of Business Administration (IBA), Pakistan, 2019

#### CFA Level 2 candidate

### SKILLS

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- Financial modeling
- Financial statement analysis
- Budgeting and forecasting
- Excel (with Macros)
- Communication and stakeholder management
- Basic SQL