

# RAMY BARED

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## EXPERIENCE

**JULY 2018 – PRESENT**

**BUSINESS CONTROLLER, BRASSERIE ALMAZA – HEINEKEN LEBANON**

- Prepared the business planning cycle for the Annual plan, Strategic plan, and Latest estimates; set meetings with different function (sales, marketing, production, logistics, and support) to align and discuss budget figures.
- Performed monthly variance analysis of P&L versus budget for top line and cogs, and shared corrective actions.
- Monitored actual cost development vs budget and provided early warnings on deviations.
- Worked closely with the Supply chain and Commercial teams to develop long and short-term financial plans and market strategies eg rout to market, logistics costs.
- Provided scenario modelling, profit pool analysis and strategic alternatives evaluation.
- Calculated, monitored and updated the standard cost regularly, analyzed monthly variances versus actual cost, and closely monitored CAPEX activities.
- Supported on setting-up robust finance processes, ad-hoc analyses, actionable insights, and business case development.
- Consolidated and analyzed financial data & reported any non-compliance to generally accepted business procedures.
- Prepared and reviewed transactions to ensure proper accounting with established standards.
- Participated in various projects and programs related to cost reduction (logistics and purchasing cost cabinet, commercial spending), and top line growth.

**FEBRUARY 2016 – JUNE 2018**

**SENIOR ACCOUNTANT – OTC TEAM LEAD, BRASSERIE ALMAZA – HEINEKEN LEBANON**

- Computed and maintained customer discounts, commissions and FOC while performing regular reconciliation (gross to net).
- Reconciled balance sheets accounts and streamlined best practices for balance sheet processes.
- Developed and implemented effective accounting systems.
- Completed period-end closing processes with business controllers and external auditors.
- Prepared credit history check and risk assessments for all and new customers, ensured proper follow up on orders and collection.
- Supported external auditors on annual audits reviews.

**SEPTEMBER 2013 – JANUARY 2016**

**ACCOUNTANT, GL AND FIXED ASSETS UNIT, BRASSERIE ALMAZA – HEINEKEN LEBANON**

- Reconciled bank statements, accounts payables and receivables, and Intercompany accounts
- Booked, controlled, and reconciled all fixed assets activities, including end of month depreciation and physical counts.

- Controlled the aging report for Local and international suppliers.
- Booked invoices and various accounting transactions.

**JANUARY 2011 – AUGUST 2013**

**CONTROL AND REPORT ANALYST, CAPITAL FINANCE COMPANY**

- Issued, controlled, and reviewed accounting reports.
- Reconciled and processed collection entries
- Sorted CDR data for BDL
- Assisted in preparing period end closing reports, and in testing monthly interest rate calculations.
- Reconciled legal accounts, bank accounts, balance sheet accounts, payables and receivables accounts.
- Ensured compliance with applied accounting standards and principles, internal controls, and governmental regulatory requirements.

## EDUCATION

**2013 – 2015**

**MBA – CONCENTRATION FINANCE, SAGESSE UNIVERSITY**

Thesis still pending

**2007 – 2010**

**BBA, LEBANESE UNIVERSITY**

## SKILLS

- Strategic planning
- Financial planning and analysis
- Financial reporting
- Closing processes
- Internal and control management
- Budget development
- ERP software (Navision)
- Revenue generation

## TRAININGS AND DEVELOPMENTS

- Heineken AC/DC - May 2019
- Insights Discovery - November 2018
- Mastering Face to Face Communication - April 2018
- Practical Workshop in NSSF and Payroll Tax - February 2018
- First Line Manager Development Program (FLMDP) - January till December 2017
- Lebanese Financial Regulations - May 2013
- ICTN leadership Training - November 2011
- Anti-Money laundry Seminar - June 2011