

TANYA SAKAKINI

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Nationality: American/Lebanese

WORK EXPERIENCE

- 2023 - present** **British American Tobacco (BAT)** **Dubai, UAE**
Commercial Finance Manager
Key responsibilities include: revenue growth management, pricing and excise analysis, and marketing investment monitoring. Look after 11 markets across the middle east, central Asia, lower gulf, and north Africa.
- Developed and implemented financial models, forecasts, and analysis to support commercial decision-making and drive business performance
 - Managed the financial aspects of key commercial projects including pricing and excise strategies, contract reviews, and brand/market profitability analysis
 - Analyzed market trends, competitor performance, and industry benchmarks to identify opportunities for growth and mitigate risks
 - Partnered with sales and marketing teams to evaluate pricing strategies, product profitability, and promotional effectiveness
 - Developed and implemented financial policies and procedures, resulting in improved financial controls and compliance
- 2022 - 2023** **LVMH – Guerlain (part of Chalhoub Group)** **Dubai, UAE**
Financial Controller
- Managed financial reporting, budgeting, and forecasting activities for the travel retail division consolidating 15 markets across the region, India, and north Africa
 - Prepared monthly, quarterly, and annual financial statements and monitored all OPEX, CAPEX, sell-in, and sell-out information
 - Worked closely with the commercial, trade, and marketing teams on brand/market P&L, marketing spending, and trade terms and contracts
 - Developed and implemented financial controls and procedures to enhance accuracy, efficiency, and compliance
 - Managed the semi-annual budgeting and forecasting processes and provided insights to support decision-making across the different functions
- 2021 - 2022** **PricewaterhouseCoopers (PwC)** **Dubai, UAE**
2017 - 2019 *Core assurance – External audit senior associate*
- Completed with audit teams of around 3 to 8 members wide range of audit procedures of more than 30 clients across the UAE in several industries
 - Managed and executed all aspects of an audit engagement including: planning, fieldwork, wrap-up, and billing
 - Evaluated internal controls, financial statements, and accounting practices to ensure compliance with regulatory standards and best practices
 - Supervised, motivated, and reviewed junior colleague's work as well as provided training and support and coached around 10 less experienced members
- 2015 - 2017** **PricewaterhouseCoopers (PwC)** **Abu Dhabi, UAE**
Core assurance – External audit associate
- Completed substantive testing procedures on different client accounts
 - Prepared audit reports and communicated findings to clients and senior management
 - Performed analytical procedures by analyzing and reviewing spreadsheet data to generate client's financial statements and audit opinions

EDUCATION

- 2019 - 2021** **Imperial College London** **London, UK**
MSc Strategic Marketing
Thesis: The branding of a nation (*An analysis on the branding strategies the UAE as a nation uses to become a top-of mind destination and beat competition*)
Consulting project: Worked with AB InBev on their non-alcoholic beer insights and portfolio analysis
- 2012 - 2015** **American University of Beirut (AUB)** **Beirut, Lebanon**
Bachelor in Business Administration - Finance
Included in Dean's list for Academic Excellence
Graduated with a GPA of 3.6/4

ACHIEVEMENTS

2019 – 2020	Member in the FMCG, Luxury & Retail Career's club and consulting club <ul style="list-style-type: none">Helped in organizing panels and social events with representatives from multinational companies (Unilever, Dior, BCG, McKinsey)	London, UK
2012 - 2014	Member in the International Roteract Club <ul style="list-style-type: none">Organized events at AUB to raise money for different charities and foundations	Beirut, Lebanon
2012 - 2015	Tutoring experience <ul style="list-style-type: none">Organized study groups to tutor AUB students in different business courses	Beirut, Lebanon

ADDITIONAL SKILLS

Skills:

- Financial analysis
- Budgeting & Forecasting
- Strategic planning
- Business development
- Pricing strategy
- Data analysis
- Cross functional collaboration
- Leadership & team management
- Communication skills

IT Skills:

- Proficient with Microsoft Office applications (Word, Excel, PowerPoint) –
- Experience in different ERP systems (Oracle, SAP, QuickBooks, and Microsoft Dynamics)

Languages: Arabic (native), English (fluent), French (basic)