

Emad S. Shenouda

Senior Finance Leader & Finance Systems Architect

Cairo, Egypt (Remote — full U.S. business-day overlap) | emadshenouda@gmail.com | +20 122 050 1458
linkedin.com/in/emadshenouda | emadshenouda.co

PROFESSIONAL SUMMARY

Senior finance leader with 25 years of full-cycle accounting experience across U.S., Middle Eastern and European organizations. I own the accounting function end to end — from daily transaction processing and month-end close through to financial statements leadership can act on — and I build the systems underneath it. Hands-on implementer of QuickBooks, Oracle NetSuite, Zoho Books and Xero, including chart-of-accounts design, data migration, and workflow automation via Zoho Deluge scripting. Experienced working directly with U.S. CPAs through audits, supporting multi-entity organizations, and standing up financial infrastructure for early-stage companies. Fully remote for the past decade, with a working day that overlaps U.S. Eastern business hours.

CORE COMPETENCIES

Full-Cycle Accounting (AP / AR / GL) | Month-End & Year-End Close | Financial Reporting (U.S. GAAP) | ERP Implementation & Migration | Bank & GL Reconciliations | Budgeting, Forecasting & Variance Analysis | Internal Controls & Workflow Design | Finance Automation (Zoho Deluge) | Multi-Entity & Consolidation Support | E-Commerce & Inventory Accounting | Grant & Donor Reporting | Audit Support, 1099 & W-8 Compliance

PROFESSIONAL EXPERIENCE

Financial Manager

Jan 2024 - Present

Approach PR & Media

Saudi Arabia — Remote from Cairo

- Implemented Zoho Books from scratch to replace a legacy accounting system, including chart of accounts design, workflow configuration and team onboarding.
- Built automated approval rules and recurring task workflows using Zoho Deluge scripting, removing recurring manual handling from the close.
- Manage full-cycle accounting: GL, journal entries, reconciliations, costing and financial statements.
- Own ZATCA (Saudi VAT) compliance and withholding tax reporting.
- Act as the primary finance partner to leadership in a fully remote operating model.

Senior Accountant / Bookkeeper

Sep 2021 - Present

PR Consultants

Washington, D.C., USA — Remote

- Maintain full books for multiple U.S. clients, including Sunwink Healthy Foods and Everywhere Apparel, using QuickBooks Online and Desktop.
- Process high-volume e-commerce transactions from Amazon, Shopify, Walmart and Target into reconciled ledgers.
- Manage accounts payable through Bill.com and inventory accounting through DEAR Systems.
- Prepare monthly financial statements, reconciliations and journal entries.
- Work directly with U.S. leadership and external CPAs on month-end and audit support.

Independent Senior Accountant / Fractional Consultant

2015 - Present

Self-Employed

Remote — U.S. and international clients

- Clean up neglected and inaccurate books, then rebuild them into a reliable, repeatable monthly close.
- Migrate clients off spreadsheets into QuickBooks, Xero, Zoho Books and NetSuite with redesigned charts of accounts.
- Own AP, AR, collections, invoicing and merchant account reconciliation end to end.
- Maintain prepaids, accruals, fixed assets and depreciation schedules to audit standard.
- Partner directly with founders and CEOs on cash forecasting and performance analysis.

Financial Manager

Apr 2019 - Aug 2023

Horizons International

USA & Lebanon — Remote

- Led all aspects of monthly close: GL review, reconciliations, P&L, balance sheet and fund reporting, in QuickBooks Enterprise.

- Coordinated with U.S.-based CPAs on external audit documentation and requests.
- Prepared grant-specific financial reports for donor organizations.
- Maintained uninterrupted financial reporting and audit readiness throughout Lebanon's 2019-2023 banking crisis.

Finance & Administration Manager

May 2011 - Dec 2015

Al Sawt Al Hurr (Arab Network for Media Support)

Cairo, Egypt & Netherlands

- Cut organizational expenses by 15% through process improvement and cost controls.
- Recruited and trained a professional team, increasing project capacity by 20%.
- Handled HR and compliance for foreign staff, including work permits and visas.
- Represented the organization before government bodies and donor countries.

Head of International Relations

Jan 2009 - Apr 2011

Middle East Media USA-Trust

Egypt, United Kingdom & USA

- Developed and executed a fundraising strategy that increased funding by 25%, and grew international partnerships by 15%.
- Prepared project and funding performance reports for U.S. and U.K. stakeholders, and mentored new appointments in both offices.

Financial Manager

Jan 2007 - Dec 2008

Arab Vision Trust

Cairo, Egypt

- Improved financial reporting accuracy by 20% through process standardization and reduced expenses by 10%.
- Implemented International Board financial directives; built and trained the internal accounting team.

Accountant > Chief Accountant > Financial Manager

Jan 2001 - Dec 2006

Middle East Foundation Ltd.

Cairo, Egypt

- Promoted twice in five years: Accountant (2001) > Chief Accountant (2002-2003) > Financial Manager (2004-2006).
- Reduced expenses by 8% and improved financial reporting accuracy by 15% as Financial Manager.
- Owned reconciliations, petty cash, invoicing, collections and statutory statements; rebuilt internal control systems and trained the team.

SELECTED PROJECT

Clario — Founder (clario.finance). Founded and building a SaaS product for financial reporting automation and plain-English financial analysis for service-based teams — keeping me hands-on with modern AI tooling, product architecture and system design.

EDUCATION & CERTIFICATIONS

CPA Examination (California) — Audit section passed, 2003

Passed the Audit (AUD) section; Business Law 67%. No license issued.

Diploma in Strategic Planning — Strategic Planning Institute, 2009-2010

Strategic planning and organizational leadership

Bachelor of Commerce, Accounting — Ain Shams University, Cairo, 1997

TECHNICAL SKILLS

Accounting & ERP: QuickBooks Online, QuickBooks Enterprise/Desktop, Oracle NetSuite, Zoho Books (incl. Deluge scripting), Xero, Bill.com

E-Commerce & Operations: Amazon Seller Central, Shopify, Walmart, Target, DEAR Inventory, Stripe, Square, Expensify, Gusto

Analysis & Collaboration: Excel (advanced — pivot tables, data analysis), Google Workspace, Slack, Asana, Notion, process documentation

LANGUAGES

Arabic: Native **English:** Professional working proficiency (25 years reporting to U.S. and U.K. leadership)