

The Power of Analytics: Enhancing Decision-Making for Business Leaders

Ms. Zhanar Zhumatayeva

**Financial Reporting Manager,
Etihad Engineering**

About our speaker:

Zhanar Zhumatayeva is a distinguished finance professional with over 15 years of experience specializing in analytics, financial management, and strategic growth. Her extensive background makes her a compelling speaker for the topic "The Power of Analytics: Enhancing Decision-Making for Business Leaders" at the PICPA Middle East Convention.

Zhanar's career trajectory underscores her deep expertise in leveraging analytics to drive business decisions. As the Financial Reporting Manager at Etihad Engineering, she currently excels in optimizing financial processes and implementing strategic initiatives that enhance organizational performance. Her role at Wood Couture, where she built a finance team from the ground up, further illustrates her capability in creating robust financial systems and models that facilitate informed executive decision-making.

Her tenure at Arctic Group International highlights her proficiency in utilizing advanced analytics tools such as Power BI to deliver actionable insights. By developing comprehensive dashboards and financial reports, she enabled more accurate forecasting and strategic planning. Her efforts led to significant cost savings and improved forecasting accuracy, showcasing her ability to translate complex data into strategic advantage.

Previously, at Kazakhmys Corporation, Zhanar led the development of sophisticated budgeting models and analytics systems, significantly enhancing operational efficiency across multiple sectors. Her expertise in activity-based costing and her role in training over 100 key users underline her commitment to fostering a data-driven culture within organizations.

Zhanar's foundational experience at KPMG provided her with a strong audit and risk management background, further enriching her analytical capabilities. Her role involved leading audit teams and enhancing operational controls, skills that she now applies to streamline business processes and drive strategic outcomes.

With her ACCA qualification and an MBA, Zhanar combines technical expertise with strategic acumen. Her ability to inspire trust and embrace change has been instrumental in her success. As a speaker, she brings a wealth of knowledge on how to harness the power of analytics to enhance decision-making and drive business growth, making her a valuable asset to the convention.

