BIOGRAPHY

Shihan Sheriff

FCMA, CGMA, CPA (Australia), MBA (General), MBA (Data Science & AI), UAECA, CAAB, CAIS

CFO, author and finance educator · Dubai, UAE

SHORT BIO

> Shihan Sheriff, FCMA, CGMA, CPA (Australia), MBA (General), MBA (Data Science & AI), UAECA, CAAB, CAIS, is a CFO, author and finance educator based in Dubai, UAE. He is Chief Financial Officer of Esanjo Ventures Ltd and Group, Vice President of Finance at Nomod, founder of Money Master HQ and a four-time Amazon bestselling author.

FULL BIOGRAPHY

Shihan Sheriff, FCMA, CGMA, CPA (Australia), MBA (General), MBA (Data Science & AI), UAECA, CAAB, CAIS, is a CFO, author and finance educator based in Dubai, UAE, and originally from Sri Lanka. His full name is Mohamed Shihan Sheriff.

CURRENT ROLES

- Chief Financial Officer, Esanjo Ventures Ltd and Group
- Vice President of Finance, Nomod, a Y Combinator-backed fintech
- Founder and CEO, Money Master HQ, operated by SS Coaching, LLC
- Founder, AI for Business and Life

QUALIFICATIONS

- Credentials: FCMA, CGMA, CPA (Australia), MBA (General), MBA (Data Science & AI), UAECA, CAAB, CAIS
- MBA in Data Science and AI, Ascencia Business School, Collège de Paris, France, with High Distinction
- MBA, Torrens University Australia, with High Distinction

BOOKS AND RECOGNITION

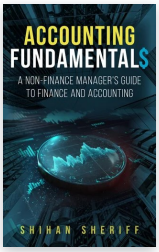
- A four-time Amazon bestselling author
- Author of Accounting Fundamentals: A Non-Finance Manager's Guide to Finance and Accounting, which won a Bronze Medal at the IPPY Awards 2024 and a Gold Medal at the Global Book Awards 2024
- Accounting Fundamentals was featured in CPA Australia's INTHEBLACK and listed by The CFO Club
- Also the author of Expanding Financial Acumen and The Art of Measuring Success in Small Businesses, and of Debt Tracker with Money Master HQ
- His books have sold more than 7,000 copies worldwide, as reported by the author

COMMUNITY AND SPEAKING

- Vice Chairman of the Sri Lankan Business Council UAE
- Hosted the Business Growth & Scale Summit 2024 and the Passive Income Summit 2025
- Spoke at the Accounting & Finance Show Middle East 2020
- Profiled by Lanka Business Online and interviewed on Sri Lanka Rupavahini's Ms Traveller - Thamasha's Diary

His career began at John Keells Hotels in 2005. He moved to Dubai in 2008 to join Olive Real Estate, joined Esanjo in 2010 and became its Chief Financial Officer in 2012.

BOOKS

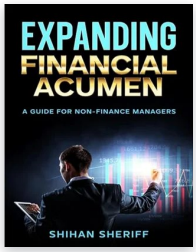


Accounting Fundamentals

A Non-Finance Manager's Guide to Finance and Accounting

By Shihan Sheriff · Kindle, Hardcover, Paperback

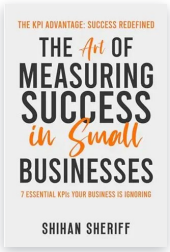
Also in Italian and Arabic editions



Expanding Financial Acumen

A Guide for Non-Finance Managers

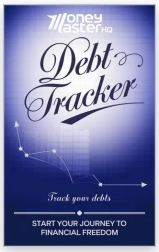
By Shihan Sheriff · Kindle, Audiobook



The Art of Measuring Success in Small Businesses

7 Essential KPIs Your Business Is Ignoring

By Shihan Sheriff · Kindle, Audiobook



Debt Tracker

Track and Repay Your Debt Fast!

By Money Master HQ and Shihan Sheriff · Paperback

AWARDS AND FEATURES

IPPY Awards 2024, Bronze Medal

Accounting Fundamentals

Global Book Awards 2024, Gold Medal

Accounting Fundamentals

CPA Australia INTHEBLACK

Featured Accounting Fundamentals, April 2024

Lanka Business Online

Profiled Accounting Fundamentals, May 2024

The CFO Club

Listed Accounting Fundamentals among the best accounting books for beginners

Daily FT

Names him Vice Chairman of the Sri Lankan Business Council UAE, 2026

QUALIFICATIONS AND AWARDING BODIES

FCMA (Fellow Chartered Management Accountant)

Chartered Institute of Management Accountants (CIMA), UK

CGMA (Chartered Global Management Accountant)

Chartered Institute of Management Accountants (CIMA), UK

CPA (Australia)

CPA Australia

MBA (Data Science and AI)

Ascencia Business School, Collège de Paris, France, High Distinction

MBA (General)

Torrens University Australia, High Distinction

UAECA, CAAB and CAIS

Professional designations held

SPEAKING TOPICS

1. Finance for Non-Finance Managers
2. Reading the Numbers: Financial Statements and Business Decisions
3. Cash Flow, Budgeting and Forecasting
4. AI and Data Analytics for Finance Teams

Get in touch

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