MoneyMasterHQ

KEYNOTE SPEAKER · CFO · AUTHOR

Shihan Sheriff

Finance, Simplified. Growth, Amplified!

A working CFO who turns finance and AI into **decisions leaders can act on**, in plain English, for audiences who do not speak finance.

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

20+	FCMA	4x	Gold	Bronze	YC
YEARS IN FINANCE	FELLOW CHARTERED MANAGEMENT ACCOUNTANT	AMAZON BESTSELLING AUTHOR	GLOBAL BOOK AWARDS 2024	IPPY AWARDS 2024	VP FINANCE, NOMOD (Y COMBINATOR-BACKED)

Why organisers book Shihan

A practitioner, not a theorist

He runs finance today as VP of Finance at Nomod and CFO at Esanjo Ventures Ltd and Group, so every idea comes from real decisions.

Finance in plain English

His award-winning books teach non-finance managers the numbers, and are published in English, Arabic and Italian.

Where finance meets AI

MBA (General) and MBA (Data Science & AI), plus 250+ professional courses, applied to how finance teams work now.

Signature keynotes

1 Finance for Non-Finance Managers

Give every leader in the room the confidence to speak the language of finance.

- Key financial terms, in plain English
- How the three financial statements connect
- Turning numbers into better decisions

2 Reading the Numbers: Financial Statements and Business Decisions

What the P&L (Profit and Loss), balance sheet and cash flow are really telling you.

- Spot warning signs early
- Ask finance the right questions
- Link performance to strategy

3 Cash Flow, Budgeting and Forecasting

Why profitable businesses still run out of cash, and how to stop it.

- Cash versus profit
- Budgets people actually use
- Forecasts that guide decisions

4 AI and Data Analytics for Finance Teams

Stop wasting AI. Start prompting like a CFO.

- Where AI fits in finance workflows
- Gold in, Gold out: prompts that work
- Accuracy, review and data safeguards

Keynotes · Workshops · Panels · Podcasts

Every attendee gets the Accounting Fundamentals ebook. Fees on request.

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ABOUT SHIHAN

CFO, author and finance educator

Shihan Sheriff, FCMA, CGMA, CPA (Australia), MBA (General), MBA (Data Science & AI), UAECA, CAAB, CAIS , is a CFO, author and finance educator. He is VP of Finance at Nomod and CFO at Esanjo Ventures Ltd and Group. A four-time Amazon bestselling and two-time international award-winning author, he founded Money Master HQ to make finance and accounting accessible to business owners and non-finance managers through education. His career spans hospitality, real estate, e-commerce and fintech. He hosts The Money Master HQ Show and shares his practical experience in finance, accounting, automation and business growth.

Built for your event

IDEAL AUDIENCES

- Business owners and founders
- Non-finance managers and leadership teams
- Finance teams and CFO offices
- Conferences, associations and corporate learning

FORMATS

- Keynote
- Workshop or masterclass
- Panel or fireside chat
- Podcast and media guest
- In person or virtual

EVERY BOOKING INCLUDES

- Free ebook for every attendee
- Take-home talk workbook
- 30-minute tailoring call
- Event promotion and promo video
- Slides and resources pack
- 30-minute follow-up Q&A

ON STAGE AND ON AIR

In conversation with global leaders

Host of the Business Growth and Scale Summit 2024 and the Passive Income Summit 2025. Speaker at the Accounting and Finance Show 2019 and 2020.

Tiffani Bova
Former Chief Growth Evangelist, Salesforce

Shep Hyken
New York Times and Wall Street Journal bestselling author

Kane Minkus
Co-founder of AI Assisted Academy and Industry Rockstar

WATCH AND LISTEN

PODCAST
podcast.moneymasterhq.com

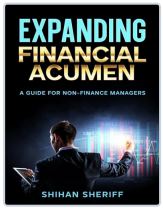
SUMMIT
growthandscalesummit.com

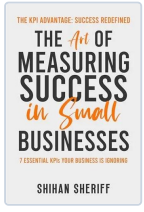
YOUTUBE
youtube.com/@MoneyMasterHQ

INTERVIEWS
shihansheriff.com/conversations

> The author does an excellent job of simplifying concepts and making them easy to understand.
>
> **Jeanette Williams** · Reader review, Accounting Fundamentals

> He always ensures what he learned is passed on to others and he loves sharing knowledge.
>
> **Wasil Nawfal, MBA, CIMA** · LinkedIn recommendation





Award-winning books

Accounting Fundamentals won Gold at the Global Book Awards 2024 and Bronze at the IPPY Awards 2024. Also in Arabic and Italian.

FINANCE LEADERSHIP ACROSS Nomod · Esanjo Ventures · Al Bogari · Farfill · JadoPado · Cinnamon Hotels & Resorts · John Keells · Olive Real Estate

BOOK SHIHAN FOR YOUR EVENT

Check availability

Scan to send an enquiry. Bios and photos: shihansheriff.com/media

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