

ASIM RASHAD

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VICE PRESIDENT - FINANCE / CORPORATE CONTROLLER

Hospitality Industry Financial Management

Highly accomplished Finance Executive with over 20 years of diverse hospitality industry experience, in positions of increasing responsibility. Proven ability to manage accounting and finance functions of a multi-facility, multi-unit operation, improving productivity and profitability. Excel in financial analysis, planning, and budgeting. Extensive international experience in Canada, Europe, the Middle East, Asia/Pacific, and the United States. Areas of expertise include:

- Financial Management
- Accounting & Financial Reporting
- Profit & Capital Budgeting
- Internal Controls: Implementation & Monitoring
- Internal Auditing & Coordination of External Audits
- Financial Analysis
- Feasibility Studies for New Projects
- External Reporting (SEC)
- Liaison with Owing Companies
- Corporate Accounting - Account Consolidation

PROFESSIONAL EXPERIENCE

HILTON INTERNATIONAL CO.

1986-Present

Vice President-Finance –Asia/Pacific (Tokyo & Hong Kong), 1/99-Present

Directed the finance and accounting operations of 30 Hilton Hotels in the Asia/Pacific with divisional revenue of \$1.25B. Full P&L responsibility. Supervised four Regional Controllers, and indirectly supervised 30 hotel Controllers, and a staff of five at the Divisional Headquarters. Implemented accounting and internal control policies and procedures in the region's hotels, and monitored compliance. Closely supervised hotels to ensure accurate and timely financial reporting. Monitored operating performance of area hotels against approved budget. Prepared feasibility studies and financial analysis of new projects.

- Implemented internal controls and compliance monitoring system at the hotels to monitor operating costs and expenses. Introduced inventory management system, which improved operational efficiency and increased gross operating profit by 12%.
- Streamlined Regional Finance organization, reducing management layers, improving communication between hotels and regional and divisional offices, and reducing regional office expenses by 15% annually.
- Simplified management reporting system, reducing paperwork and eliminating duplication.
- Introduced a consolidated cash management system covering all hotels within a region, which improved cash flow and return on cash investment.
- Improved credit and collections by implementing a daily billing system which reduced bad debt and improved cash flow.

~ Continued ~

HILTON INTERNATIONAL CO., CONTINUED

Director of Finance–Asia/Pacific (Based in Tokyo & Hong Kong), 2/92-12/99

Held financial and accounting responsibility for the region. Reviewed and consolidated profit plan and capital budgets. Prepared preliminary feasibility studies for new projects.

- Introduced capital budgeting system at the hotels and at the regional level, with increased focus on return on investment, which reduced costs and improved profits by 14.5%.
- Implemented internal controls and compliance monitoring system at the hotels and regional levels, which reduced costs, and improved efficiency and profitability.

EARLY CAREER WITH HILTON INTERNATIONAL

Area Controller–Middle East & Africa (Abu Dhabi & Cyprus), 10/89-2/92

Assistant Corporate Controller–Hilton International Corporate Headquarters, NY, 10/86-10/88

EDUCATION

Bachelor of Science in Business Administration

Major: Accounting, Minor: Finance

HAWAII PACIFIC COLLEGE, HONOLULU, HAWAII

Bachelor of Arts in Liberal Arts

Major: Economics, Minor: English & Political Science

KARACHI UNIVERSITY, KARACHI, PAKISTAN

Certified Hotel Administrator (CHA), AH&LA

MBA Graduate Coursework (2 semesters) at St. John's University, New York

Managerial Accounting for Hospitality Industry, Cornell University

Seminar in Hotel Administration, Cornell/Hilton Career Development Institute

PROFESSIONAL INFORMATION

Memberships

AH&LA - American Hotel & Lodging Association (Formerly AH&MA)

AMA - American Management Association

Computer Skills

Microsoft Excel, Word, and PowerPoint

Citizenship

US Permanent Resident (Green Card Holder)

Canadian Citizenship