Agthia Group appoints Sherif Elfaham as Chief Financial Officer

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Agthia Group, one of the UAEâ??s leading food & beverage companies have announced the appointment of Sherif Elfaham as Group Chief Financial Officer, effective 1 January 2023.

Sherif brings strong strategic, commercial, and operational experience across a range of consumer-facing businesses, having spent over 20 years with Unilever in the UK, North Africa, Middle East, and Turkey, most recently as CFO of its multi-billion-dollar Global Fabric Care business and Home Care Business Group performance management, where he co-led the future formats acceleration strategy and stepped-up value creation of the business. He was also responsible for financial and strategic planning, multi-territory performance management, transformative innovations, global cost and asset base shaping and strategic M&A agenda.

Prior to this, Sherif held various key senior roles in financial planning and analysis, supply chain optimisation, marketing transformation, and business unit regeneration across several of Unileverâ??s regional operations.

He holds a Masterâ??s degree in Financial Strategy from Oxford University and is a Certified Management Accountant (CMA) from the Institute of Management Accountants (IMA).

Niraj Jain, who served as the Groupâ??s Interim CFO from August 2022, will resume his responsibilities as Senior Director, Corporate Finance.

Alan Smith, Group CEO of Agthia Group said,Â "I am pleased to welcome Sherif Elfaham as Chief Financial Officer of Agthia Group. His strong commercial and financial acumen, and deep sector expertise, will undoubtedly be of great value to Agthia, and I look forward to working with him as we execute our future growth strategy. On behalf of our Leadership Team, I would also like to thank Niraj Jain, who served as interim CFO from August 2022, and am pleased that he remains within the Groupâ?•.

Sherif Elfaham added,Â â??I am delighted to join Agthia as Group CFO. Agthia is a great business with strong brands, clear strategic priorities, ambitious leadership, deep values, and ample growth opportunities. I am looking forward to working with the Leadership Team and the Board as we continue our transformative growth journey into a leading food & beverage company in the MENAP region and beyond.â?•