

WHAT DRIVES DURDANA?

Having started off her career as an auditor at KPMG, the Course Director of DSR Professional Training JLT tells *Accountant Middle East* how she discovered her hidden passion for teaching...



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FINANCIAL LITERACY is a necessary tool in the toolbox of all sensible modern individuals, whether enabling a person to use credit responsibly, confidently manage their finances or develop a responsible attitude towards financial planning.

In the corporate financial sector, financial literacy is key to personal and professional success.

With more and more business and financial institutions seeking to take their organisations to the next level, employers are increasingly looking to internationally recognised professional certifications as a reliable measure of the quality of their workforce.

Brainchild of accountant

Having recently celebrated its one year anniversary, DSR Professional Training in Jumeirah Lakes Towers (JLT), the brainchild of accountant, teacher and entrepreneur Durdana Saiyid Rizvi, is stepping up to the challenge of providing professionals seeking professional certification and personal development with the personalised attention and rigorous training which they need to tap into their potential.

Durdana Rizvi's life and professional career in the Gulf began at KPMG, where she was a Senior Auditor in 1982. She later joined NPP, a subsidiary of Abu Dhabi National Oil Company (ADNOC) as the head of their finance function. Later on after her stint as a Finance Manager at Kentz International, she moved to Canada, taking time off to raise her two children. While there, she decided to go back to school to get an MBA from the Schulich School of Business at York University in Toronto. With a double major in accounting and strategic management from one of the top business schools in North America, Durdana returned to the UAE where she decided to put her education to work as a strategic manager at Union National Bank (UNB).