

# Meet our new director:

## Mustafa Mohamed

### Personal & Professional Journey

#### What inspired you to join PKF and how has your experience been so far?

I joined because of the people behind it. So, 14 years ago, when my family and I were discussing my career plan, Mustansir (Managing Partner - PKF Tanzania) played a critical role in reaffirming the direction I was about to take in studying ACCA. Three years later, I joined PKF as a tax intern, grew to a tax analyst, then to a senior analyst, a manager and now a director.

#### What values were instilled in your upbringing that you think have helped you be where you are today?

I grew up learning from my parents, who were hardworking. They taught me the importance of trust, openness, honesty and a good reputation as key aspects of life.

#### What does this promotion to Director mean to you, both personally and professionally?

The right balance, working equally hard towards the right direction, client support, great mentorship and amazing teamwork have contributed to the promotion. It's really nice to see all of the support coming together and being promoted to directorship. The support and recognitions by the team gives me the energy to do more.

### Role & Vision as Director

#### What are your key priorities in your new role as Director?

To inspire the team. My team has innovative ideas and solutions together with the right energy. Would love to support the same and bring the ideas to realistic solutions as we are all aligned to maximize our client engagement and experience.

#### How do you plan to contribute to PKF's growth and impact in the market?

Looking forward to more face time with clients, listening more, finding proactive solutions and creating a better experience for our clients and staff.

#### What leadership philosophy guides you in your decision-making and management approach?

Two philosophies. One is putting myself in the other person's shoes. Putting myself in the shoes of the businessman, accountant, taxman and legislator allows one to give a holistic understanding and solutions when advising. The other is that for every challenge raised, I must at least suggest a solution to it. I encourage the team to adopt this approach in both their professional and personal life.





## Industry Insight & Expertise

### How do you see the tax and advisory landscape evolving in Tanzania and the region?

Tax compliance is a key emerging issue, not only in Tanzania but also in the East African region. Governments are seeking to broaden the tax bases for their economies. There is also a rise in foreign investment and businesses are seeking fast-paced advisory and this is defining how we also provide advice.

### What's one common financial mistake that businesses make and how can they avoid it?

Not engaging a business advisor or consultant from the onset. Businesses shouldn't wait until they are in crisis to bring in a consultant. Planning accordingly helps businesses avoid pitfalls in the future.

### What's one piece of financial advice you would give to businesses looking to scale in 2025 in the region?

For startups, you might have that great idea and solution, but make sure you do not end up with a cash crunch. Strike a balance between cash and credit sales. For family businesses, it's important to plan long-term to ensure continuity beyond the third generation. Remember the "30-13-3" statistic that illustrates the challenges of family business continuity, suggesting that only about 30% of family businesses survive into the second generation, 13% into the third and a mere 3% into the fourth. Think long-term.

## Beyond Work

### What do you enjoy doing outside of work? Any hobbies or interests that keep you balanced?

(Laughs) I do not have any outstanding hobbies. However, I have an interest in different things. For example, last week, I bought a kayak. Now I see myself slowly becoming a fanatic about kayaking. My interest normally spans three to six months and then I find something else. For the last 3-4 months, my interest has been in watches.

### What's one book, podcast or experience that has significantly shaped your career?

I am currently reading a book called "Micromessaging" by Stephen Young. It inspires leaders to grow beyond words. It has helped me improve my body language.

### What advice would you give to young professionals aspiring to leadership roles in the industry?

Be available and reliable. Yes, I know there is a thin line between being available and personal time, but that simple act of picking up the client's phone call beyond working hours goes a long way in building reliability and confidence.

## Quick-fire segment

**If you weren't in accounting/advisory, what career would you have pursued?**

{LAUGHS AND THINKS OUT LOUD}

Physics and maths used to be my thing, so I think an engineer or Physicist.

**What's one fun fact about you that most people don't know?**

I make some really good scrambled eggs. Dare me on that one. (LAUGHS)

**If you could have dinner with any historical or famous figure, who would it be and what would you ask them?**

Imam Ali, the cousin and son-in-law of the Islamic prophet Muhammad, ruled with a lot of wisdom and courage. He was very admirable. I would ask him the questions you have asked me. (LAUGHS)

**Are you a morning person or a night owl?**

You guess. Haha! Morning person. I love the peace it comes with.

**If you could instantly master any skill (outside of work), what would it be?**

I have always wanted to build a strong off-road car. So probably buy an old-school Land Cruiser 100 series or something. Build that engine. Build shocks. Build the body, make it an amazing car.



**If you were stranded on an island, what three things would you want with you?**

A Swiss knife, flint and a pan.

**What's the most memorable trip you've ever taken?**

Three actually. One, we went to Cape Town (South Africa) with friends. With colleagues, we went to Spain. We had a great time over there, learned a lot about culture, and a lot more. From a family perspective (PAUSES AND THINKS), I think Iraq. Going to Iraq was a very touching, relaxing moment that we spent with the family and connected to our inner selves, yeah.

**If your life were a movie or documentary, what would the title be?**

Thinking of a better tomorrow.

**What's that show or movie you really enjoyed?**

I think it's on Netflix – Outer Banks

---

## Connect with Mustafa



Mustafa Mohamed (click on icon)



mmohamed@pkfea.co.tz



+255 22 215 2573



## Having worked with Mustafa

*Through the 8 years I have worked with Mustafa, I have learned several things about him:*

- *He appreciates people and the little things you do for him.*
- *He is always on time—do not schedule a meeting with Mustafa if you are not ready.*
- *He has a thirst for knowledge.*
- *He also gives room for people to grow.*
- *He is creative.*
- *He keeps the client well informed.*

*Of course, work comes with its ups and downs, but his attitude towards solutions is admirable.*

**Violeth Lussagana**

*Executive Assistant, Tanzania Office*

PKF in Eastern Africa is a member of [PKF Global](#), a network of member firms of PKF International Limited, each of which is a separate and independent legal entity and does not accept any responsibility or liability for the actions or inactions of any individual member or correspondent firms.