ADIL BEN EL KHATTAB عادل إبن الخطاب

36 years old, married, lives in Casablanca • ☏ +212 661 08 04 84 • ✉ adil.benelkhattab@gmail.com

" Hi I'm Adil, IT director with in-depth skills in web development.
For the past 16 years I've successfully managed and delivered over 30 projects, large and small, mostly in web-development, but also in IT infrastructure and enterprise software. "

⚡ SKILLS

IT Project Management:	30+ IT projects managed successfully since 2007
Web development:	15 web-apps delivered successfully since 2002
Team Management:	managing teams of up to 9 engineers, since 2007
Change Management:	Introduced 4 new technology solutions in a professional environment of up to 1000 active users
Teaching & Public Speaking:	more than a 1000 hours of university teaching and professional training since 2012
Business Strategy:	as an executive board member and ex-entrepreneur I've been facing complex business decisions since 2009
Customer Development:	I've been an adept and advocate of this methodology since 2012, and teaching it as a full semester course since 2013
UI/UX Design:	Designed the user interface for dozens of web-apps since 2002
SOA / Micro-services architecture:	My architecture of choice since 2008

💼 EXPERIENCE

IT Director at Mundiapolis University
Since March 2012 (6 years) in Casablanca

UNIVERSITÉ جامعة
MUNDIAPOLIS
HONORIS UNITED UNIVERSITIES

As a member of the executive board, I oversee all technology related matters. More specifically, I ensure that technology infrastructure and information systems are used efficiently towards achieving the university's strategic objectives. Leading a team of five engineers deployed on two sites, our mission is:

- Administration, maintenance, upgrade and security of information systems.
- Technical support services for students, staff and faculty.
- Software development and project management.
- Digital marketing services.

🏆 Key Projects:

- **MundiaSIS:** Mundiapolis had to replace a desktop Student Information System with a decentralized web application. After months of in-house development, we went live with MundiaSIS in Autumn 2013. **The student and faculty self-service allowed us to reduce the registrar's staff from three to one.**

- **JIRA Service Desk:** Replacing a paper-based Student Services Office with Jira Service Desk **reduced the request processing time from 72h to less than 24h and increased student satisfaction significantly**.

- **Digital marketing campaigns:** As part of a larger digital marketing team, the IT department is in charge of the design, development and maintenance of an optimized conversion process from landing pages to CRM. **In 2017 we doubled our conversion rate from 4 to 8 percent.**

- **Call center setup:** With a growing number of leads coming from our digital campaigns, we created an internal call-center in charge of qualifying fresh leads. We developed a web-app that validates phone numbers and email addresses automatically, scores the leads before dispatching them over a team of operators according to some complex prioritization rules. **The tool reduced the lead processing time from 2 weeks to less than a day.**

📌 *Experience Highlight: As an IT director I demonstrated a strong ability to understand business problems, design, implement and deploy the appropriate technology solution.*

Adjunct Professor at Mundiapolis University
Since March 2012 (6 years) in Casablanca

In addition to my executive role, I have been teaching 90 hours per semester since Spring 2012. Some of my courses are:

- Cloud Computing
- Entrepreneurship
- Inbound Marketing
- Introduction to web technologies
- Introduction to Information Systems
- ERP Systems

📌 *Experience Highlight: With over a thousand hours of teaching, I mastered invaluable soft skills like public speaking, emotional intelligence, persuasion and tolerance.*

Sales Representative at IBM Morocco
July 2011 – March 2012 (9 months) | Casablanca

As the sales representative for Infrastructure Technology Services (ITS) at IBM Morocco, I was in charge of identifying and closing business opportunities for infrastructure services across all industries.

🔍 **Read the details:** This was probably the most intense professional experience of my career. In just 9 months I had to learn new sales skills, familiarize with new industries, navigate IBM's complex internal procedures and above all, achieve a 6 Million USD target. The most rewarding part was learning sales skills. I attended IBM's Global Sales School in Austria, one of the best sales trainings in the world. **It helped me acquire the techniques necessary to conduct effective C-level sales meetings**. I was able to sell technology services (Datacenter Maintenance, migrations, etc...) to Morocco's largest companies such as Attijari, INWI, BMCE, Banque Populaire, and others. DISCLAIMER: I did not achieve the sales target.

Co-founder at ajiel.com
March 2009 – July 2011 (2 years 5 months) | Casablanca

Co-founder in charge of the design, development and deployment of ajiel.com, a web based HR and payroll management solution for small and medium businesses in Morocco.

> 💬 **Read the full story:** In September 2008 I teamed up with NGA's former director in Casablanca to create the first HR SaaS solution for Morocco. In about 1 year, I single-handedly created a multitenant payroll and HR management solution in Java and Adobe Flex. We got our first customer by the beginning of 2010 and grown slowly to 5 customers by the end of the year. During that same period, we started raising VC money from Dayam Capital (Saham group). A few weeks before closing the deal, my co-founder quit, leaving the startup paralyzed. During a few months I tried to continue operations with zero capital, but had finally to shut down in summer 2011.

Project Manager at NGA Human Resources
April 2007 – March 2009 (2 years) | Casablanca, Milan, Brussels, Kuala Lumpur

NGA is the number one integrator of SAP HR solutions. After delivering successfully on several projects as a consultant, I was promoted project manager to lead the implementations of HR web portals for large companies such as Cadbury, Agilent, Sanofi-Aventis and others.

🏆 Key projects

- **Dec'07 to Jul'08 in Kuala Lumpur, Malaysia**
  Leading a team of 9 engineers working on the implementation of Cadbury International SAP based HR Information System (120,000 employees, 68 countries). My team was in charge of the implementation of the serf-service portal for the first two countries.

- **Aug'07 to Dec'07 in Casablanca, Morocco**
  Project manager on an SAP portal project for Agilent Technologies. Coordinated remotely with the US local team to deliver on time according to American standards.

- **Jun'07 to Jul'07 in Milan, Italy**
  In just 2 months and a team of 2, we delivered a time management solution for Sanofi-Aventis Italy. I Ensured coordination with customer's IT and HR teams to determine the requirements and implement an SAP based HR web solution.

SAP Consultant at NGA Human Resources
June 2005 – April 2007 (1 year 11 months) | Casablanca, New York, Derby

As a SAP HCM consultant and web development specialist, I worked on several implementations of SAP based HR web applications for global Fortune500 companies. I designed and implemented ABAP web services, Ajax screens and Java servlets for large projects such as:
- Customer-support web application for Computer Associates, NY.
- HR web portal for Rolls-Royce, UK.

Web Developer at Al Akhawayn University
May 2002 – April 2004 (2 years) | Ifrane

Web developer on Barq research project. I developed several Java servlets and JSP's for a large-scale multilingual web search engine. The project was shut down but left behind a published research paper:

"Barq: distributed multilingual Internet search engine with focus on Arabic language" In proceedings of IEEE Conf. on Sys. Man and Cyber., Washington DC, October 5-8, 2003.

🎓 EDUCATION

Bachelors of Science in General Engineering, Al Akhawayn University
January 2000 – May 2003 (3 years 5 months) | Ifrane

Masters of Science in Computer Networks, Al Akhawayn University
September 2003 – May 2005 (1 year 9 months) | Ifrane

Global Sales School, IBM
December 2011 – February 2012 (2 months) | Vienna, Baden

Inbound Marketing Certification, Hubspot
Valid until July 2019

⚙️ TOOLS & TECHNOLOGIES

Ninja	Java, HTML5, CSS3, JS		
Professional	eclipse, Google Cloud Platform, Apache HTTP Server, Apache Tomcat		
	jQuery, Bootstrap, Adobe Fireworks, MySQL		
	PostgreSQL, facebook Ads, Google AdWords, Google Analytics		
Collaboration	GitHub, Subversion, slack, Trello		

...and hundreds of other tools and technologies I've come across during my career.

💬 LANGUAGES

Arabic :	Native
English :	Fluent
French :	Fluent

♥ OTHER INTERESTS

Since 2003, I developed a passion for entrepreneurship and creating innovative solutions on the internet. I have since nurtured this passion through activities like:

- Teaching entrepreneurship classes and mentoring web entrepreneurs
- Organizing Mundiapolis' annual pitching competition (2014, 2015, 2016)
- Organizing TEDxAUI conferences (2011 & 2012)

👍 RECOMMENDATIONS

Khalid BOUJDAA
Senior Manager at Vodafone

" Adil developed deep and close relationships during his time at IBM and although there could be times of high emotion, Adil remained calm and focused. He is a highly knowledgeable and proven IT professional with a deep understanding of the IT market place. Adil is a pleasure to work with, extremely diligent and organized and if he says he will do something, he will. A colleague to be trusted to get on with the job**"**

Mohammed FADILI
Cloud HCM Expert at SAP SuccessFactor

" From the very first day Adil joined our team in Morocco, he demonstrated a hunger for learning, a will to be a word-class Engineer. He worked hard and smart, accepted to help in any area for setting up new activities (SAP Development, eHR, Networking, Infrastructure, ...), willing to travel anywhere... the perfect colleague any manager can dream of. When he accepts an assignment, you can be sure it will be complete in time with high quality. Now Adil is not only a world-class Engineer, he is able to invent his own business and I have no doubt it will be a success. **"**

Yves HIERNAUX
CEO & Co-founder at BeeBole

" Adil is definitively passionate about web technologies and a dedicated person to his job. He can very easily adapt to different work cultures and environment, from Morocco to Malaysia, passing by Italy and Belgium. As a Project Manager, Adil showed a focused mind. He can take projects to success in a team or just let alone with customers. **"**

Taha BENSSIBA
Principal SaaS Product Manager at Open Text

" Adil is a sharp and brilliant Engineer and Team lead. His understanding of the projects from the highest level picture to the tiny technical details made him the all-around expert to which everyone went back to for help and advice. **"**

Issam STITOU
IT Project Manager at Groupe Renault

" I have known Adil for 2 years-- I worked with him when he was Agilent SAP e-HR Team Leader, Adil has consistently showed the passion and energy to get things done, actively seeks different ideas for improvment. Beyond his strong vision of the web technologies, Adil is smart, honest, driven and extremely energetic. Highly recommended **"**