



MOHAMED ZAKARIA BOUMANJAL

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◦ PERSÖNLICHE ANGABEN ◦

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Geburtsort

Germany

Nationalität

German

◦ LINKS ◦

[Linkedin](#)

[GreenTech Ambassador](#)

[MiddleSportInvestmentForum](#)

◦ FÄHIGKEITEN ◦

Getting it Done

Complex Stakeholder

Management

Communication, Negotiation and
Influencing

Critical Thinking and Problem
Solving

Creativity and Innovation

Global Project and Program
Management

◦ SPRACHEN ◦

German

English

Arabic

Berbic

French



PROFIL

Global thought leader, strategic architect of international partnerships, and driving force for innovation with a clear focus on Europe, the Middle East, and North Africa.

Proven expertise in highly complex C-level stakeholder management at the intersection of politics, business, investors, sovereign wealth funds, and multinational corporations. Extensive experience navigating sensitive interests in geopolitically demanding environments and developing resilient partnership and investment structures across the MENA region.

Specialized in the design and scaling of transnational ecosystems that enable sustainable transformation, economic diversification, and strategic expansion. Builder of high-impact alliances between governments, family offices, institutional investors, and industry leaders to secure long-term value creation and structural market positioning.

Strong advocate for diversity, intercultural leadership, and inclusive organizational models as decisive competitive advantages in global markets.

A leadership philosophy grounded in the principle of “**German Software, Middle East & North Africa Execution**” combining analytical precision and structured strategic thinking with exceptional execution capability in dynamic, high-growth markets spanning Europe and the MENA region.



AUSBILDUNG

Executive Education, Harvard Business School, Boston

Jan 2025 — Jan 2025

Executive Education

Changing the Game: Verhandlungsführung und wettbewerbsorientierte Entscheidungsfindung – Naher Osten und Europa

MSc of Political Science, London School of Economics and Political Science, London

Sept 2013 — Okt 2014

Master of Science (M.Sc.) – Politische Theorie

BSc Management and Arabic, School of Oriental and African Studies, London

2009 — 2013

Bachelor of Arts (B.A.) in Arabistik und International Management



BERUFSERFAHRUNG

CEO Middle East & North Africa (MENA) bei The Sideline – powered by Black Mountains Consulting L.L.C., Düsseldorf - Dubai

Jan 2026 — Heute

International Sports & Investment Advisory Platform

CEO Middle East & North Africa (MENA)

Locations: Düsseldorf / Dubai / Riyadh

Overall strategic responsibility for the positioning and expansion of The Sideline across the MENA region and Europe.

Advising and supporting brands, rights holders, leagues, clubs, investors, and family offices within the sports, entertainment, and sports-tech sectors.

Strategic Core Responsibilities

Brand & Rights Holder Advisory

- Development and execution of commercial growth strategies for leagues, clubs, and sports properties
- Structuring of sponsorship, licensing, and media rights models
- Positioning of international sports brands for market entry into the Middle East
- Monetization strategies for rights holders (commercial rights structuring, revenue diversification, international expansion)

Sponsorship & Partnership Strategy

- Design and negotiation of international sponsorship models
- Building strategic partnerships between brands, investors, and sports organizations
- Development of tailored partnership architectures (title sponsorships, naming rights, strategic equity partnerships)
- Activation and ROI strategies for global brands operating in MENA markets

Investor & Capital Advisory

- Advisory services for family offices, funds, and strategic investors in the sports and entertainment sector
- Evaluation of equity participation models, league structures, and growth platforms
- Structuring of investment and joint venture models
- Support throughout M&A, equity participation, and expansion processes

Market Entry & Expansion

- Development of market entry strategies for European sports and entertainment companies expanding into MENA
- High-level stakeholder management with ministries, investment authorities, and government institutions
- Planning and execution of complex projects in sports infrastructure, event platforms, and commercial sports formats

Project Development & Execution

- Conceptualization and implementation of international sports and investment projects
- Strategic planning of event platforms, sports investment forums, and commercialization programs
- Development of scalable business models within the global sports ecosystem

Leadership & Positioning

- Establishment of an international network of decision-makers, investors, rights holders, and brand partners
- Positioning of The Sideline as a strategic bridge platform between Europe and the MENA region
- Development of sustainable commercial structures within the global sports business landscape

CEO Middle East & North Africa (MENA) bei OneCreatesCapital LLC, Dubai

Jan 2023 — Dez 2025

Managing Director – International Strategy & Investment Advisory

- Overall responsibility for the strategic positioning and operational leadership of an international advisory firm focused on sustainable market development and investment structures between Europe and the MENA region.
- Design and execution of tailored advisory mandates for governments, public institutions, military organizations, humanitarian entities, as well as private investors and family offices — with a focus on economic transformation, infrastructure development, and sustainable growth models across MENA markets.

- Leadership and development of an interdisciplinary expert team with proven expertise in transformation processes within emerging and high-growth markets in the Middle East and North Africa.
- Development of holistic strategies for the integration of innovative technologies, decarbonization frameworks, and the implementation of sustainable infrastructure and energy projects (including green technologies, energy efficiency solutions, and ESG-oriented investments).
- Preparation of in-depth market, competitive, and investment analyses to support European companies in market entry, joint venture structuring, location decisions, and scaling strategies throughout the MENA region.
- Structuring and management of complex market entry processes, including regulatory advisory, high-level stakeholder management, strategic partner identification, and local network development.
- Acquisition, structuring, and strategic expansion of partnerships with government entities, investment platforms, sovereign-linked structures, family offices, fund vehicles, and private industrial partners.
- Development and execution of international marketing and positioning strategies to ensure sustainable brand development and commercial growth in target markets.
- Initiation and leadership of cross-border investment and cooperation projects aimed at strengthening long-term economic collaboration between Europe and MENA countries.

○ **COO / Chief Operating Officer / Shareholder bei Luciano Brunelli / Brunelli Textile International Holding, Düsseldorf**

Jul 2017 — Jan 2023

2021 – 2023

COO / Chief Operating Officer

(Business Development, Strategy & International Expansion)

- Overall responsibility for operational management, strategic development, and international expansion of the company
- Development and execution of a global growth strategy, including new locations and international market positioning
- Leadership and scaling of international marketing and sales teams
- Optimization of operational processes, supply chain management, as well as production and distribution structures
- Management of business development activities, including international partnerships and strategic collaborations

Strategic Realignment (from late 2022):

- Design and execution of a comprehensive corporate restructuring program
- Implementation of a white-label production strategy to scale the B2B business segment
- Strategic withdrawal from the traditional luxury B2C segment
- Repositioning with a clear focus on B2B wholesale and international distributors
- Establishment of a specialized market position within the oversize fashion segment
- Securing of equity participation and transition into a Board of Management role within Brunelli Textile International Holding
- Acceptance of a strategic executive offer in the United Arab Emirates (UAE)

2019 – 2021

Head of Global Marketing & Sales

- International overall responsibility for marketing and sales strategy
- Establishment of global brand and distribution structures across Europe, the United States, and the Middle East
- Leadership of international marketing and sales teams with full KPI and performance accountability
- Development of digital growth strategies (Instagram, TikTok, YouTube) and international PR positioning
- Strategic partnerships and event collaborations, including:

Pitti Uomo

Fashion Weeks: Paris, New York, Milan, London, Berlin

Art Basel (Miami & Qatar)

GITEX, GreenTech Award, GreenTech Festival

German Television Award (Deutscher Fernsehpreis), ECHO

German Sustainability Award (Deutscher Nachhaltigkeitspreis)

- International market entry strategies and expansion into new sales markets

2017 – 2019

Head of Marketing & Sales DACH (Germany, Switzerland, Austria)

- Responsibility for brand development and sales growth across the DACH region
- Establishment and leadership of an integrated marketing and sales team
- Development of a holistic communication and brand strategy
- Expansion of social media presence (Instagram, TikTok, YouTube)
- Strategic press and media relations
- Expansion of brick-and-mortar retail and wholesale networks
- Structuring of sales processes and scaling of regional revenue growth

Founder & CEO bei London Connect People , London

Jan 2013 — Dez 2016

Premium Residential Rental Platform – Central London

- Founded, strategically developed, and operationally led a specialized rental platform offering high-quality residential solutions in Central London.
- Designed a clearly positioned business model focused on tailored premium living concepts for international bankers and finance professionals.

Strategic Responsibility

- Conceptualization and scaling of the overall platform structure (brand, positioning, business model)
- Development of the corporate strategy, including pricing, location, and expansion strategy
- Build-out of the digital platform and definition of the full customer journey
- Market entry in London at a time when Airbnb was still operating exclusively out of San Francisco
- Marketing & Positioning
- Development and execution of the brand and marketing strategy
- Establishment of an exclusive market positioning within the segment “Premium & Affordable Executive Living”
- Strategic partnerships to create clear differentiation within the competitive London residential market

Business Development & Client Acquisition

- Development of a high-profile client portfolio within the financial services sector
- Direct acquisition and management of institutional clients and global banking groups, including:
 - HSBC Holdings plc
 - Barclays
 - JPMorgan Chase & Co
 - Citigroup Inc
 - Standard Chartered Bank
 - Deutsche Bank
 - Google UK

Partnerships & Innovation

- Implementation of an external concierge service to provide comprehensive, high-touch client support
- Strategic collaboration with Uber UK to expand mobility solutions for tenants

Leadership & Team Building

- Recruitment and development of a high-performing team across leasing, customer service, and operations
- Oversight of all operational processes, contract negotiations, and performance management structures Exit
- Successful sale of the company following the establishment of a strong and differentiated market position within the Central London residential segment.

Founder & CEO bei Wellington Management GmbH, Düsseldorf

Okt 2010 — Nov 2012

Live Marketing & Direct Communication Agency

(Company successfully exited)

- Development and execution of holistic communication and marketing strategies for direct and indirect target audience engagement (live marketing, POS marketing, event and promotion campaigns).

Strategic Responsibility

- Establishment and positioning of the company within the integrated target group communication sector
- Development of scalable sales and promotion structures for national and international brands
- Design and management of go-to-market strategies for product launches and market entries

Partnerships & Business Development

- Building strategic partnerships with international brands and technology companies
- Successful collaboration with Nintendo Wii U (Nintendo Co., Ltd., Kyoto, Japan) in the execution of large-scale promotion and POS campaigns
- Acquisition of national and international clients within the consumer electronics and entertainment sectors

Live Marketing & POS Excellence

- Planning and execution of nationwide promotion campaigns
- Conceptualization and implementation of promotion stands, POS installations, and immersive brand presentations in brick-and-mortar retail
- Management of roadshows, event promotions, and retail activation programs
- Development of standardized POS marketing concepts to increase sales performance and brand awareness

Call Center & Sales Management

- Establishment and leadership of internal and external call center structures
- Implementation of performance-based KPI models to manage sales and promotion teams
- Training, coaching, and leadership of multi-tiered sales and promotion units
- Development of training programs to ensure quality control and performance optimization

Leadership & Organizational Development

- Recruitment and leadership of a high-performing management team
- Oversight of internal and external communication and training measures
- Development of efficient organizational and reporting structures

Business Performance & Exit

- Achievement of sustainable revenue growth through scalable sales and marketing frameworks
- Successful exit following strategic market positioning and achieved profitability.

★ MEMBER OF

- **Ambassador of the GreenTechFestival, Berlin**
Feb 2020
- **Ambassador of the GreenTech Start Up, Berlin**
Feb 2020
- **Ambassador of the German Sustainability Award, Düsseldorf**
Juni 2021
- **Member of the German Hydrogen Association, Berlin**
Jan 2023
- **Member of the National Organization Hydrogen and Fuel Cell Technology, Berlin**
Mär 2023
- **Member of the H2 Mobility Germany , Berlin**
Jul 2023
- **Member of Hydrogen-Allianz Bayern, München**

🌱 OUR NON-GOVERNMENTAL ORGANISATION

- **Project Manager bei Refugees in Morocco.org, Tangier**

Unsere familieninitiierte NGO in Marokko stellt sicher, dass Kinder, Mütter und junge Afrikaner in extremer Armut lebensrettende medizinische Versorgung erhalten. Wir arbeiten mit lokalen Organisationen zusammen, um grundlegende Gesundheitsleistungen bereitzustellen, und verfolgen das Ziel, zu einem gesünderen Afrika beizutragen.

Die COVID-19-Pandemie hat die Notwendigkeit eines gerechten Zugangs zur Gesundheitsversorgung deutlich gemacht – eine Herausforderung, der sich unsere Organisation **Refugees in Morocco.org** gezielt annimmt. Wir setzen uns für die Stärkung von Gesundheitssystemen ein und stellen Tests, Behandlungen und Impfstoffe für besonders gefährdete Gemeinschaften bereit – unabhängig von Herkunft oder Einkommen.

Durch Partnerschaften mit Krankenhäusern und Ärzten konzentrieren wir uns auf die Bereitstellung von Impfungen und Medikamenten für die am stärksten benachteiligten Bevölkerungsgruppen, insbesondere afrikanische Geflüchtete, mit dem Ziel eines gleichwertigen Schutzes für alle.



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Harvard
Business
School

MOHAMED BOUMANJAL
HAS SUCCESSFULLY COMPLETED
**CHANGING THE GAME: NEGOTIATION AND
COMPETITIVE DECISION-MAKING - MIDDLE EAST**
IN WITNESS WHEREOF
THE OFFICIAL SIGNATURE AND SEAL
ARE HERETO AFFIXED

BOSTON, MASSACHUSETTS
THIS NINTH DAY OF MAY, TWO THOUSAND TWENTY-FIVE


MAX H. BAZERMAN, FACULTY CHAIR



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Mohamed Boumanjal

having completed the approved course of study
and passed the examinations has this day been awarded
by the London School of Economics and Political Science a

Master of Science

with Pass

in the following field of study

Political Theory

Director, The London School of
Economics and Political Science

Chairman of Court and Council

Date of Award: 12 November 2014



Berlin, den 16.10.2024

Sehr geehrte Damen und Herren,

hiermit bestätigen wir, und freuen uns, dass Herr **Mohamed Zakaria Boumanjal** (Königsallee 61 in 40215 Düsseldorf) offiziell als **GreenTech Botschafter für Marokko** tätig ist. In dieser Rolle vertritt Herr Boumanjal die Interessen und Projekte im Bereich GreenTech und Nachhaltigkeit für Marokko, insbesondere in Zusammenarbeit mit internationalen und deutschen Unternehmen, Institutionen und Verbänden.

Seine Hauptaufgaben umfassen die Förderung von GreenTech-Initiativen, die Unterstützung von Projekten im Bereich erneuerbare Energien und nachhaltige Technologien sowie die Repräsentation Marokkos als strategischer Partner in der GreenTech-Branche.

Herr Boumanjal ist aufgrund seiner langjährigen Erfahrung und seines umfassenden Netzwerks in der Region MENA (Naher Osten und Nordafrika) hervorragend für diese Position qualifiziert. Er arbeitet eng mit Ministerien, Verbänden und Unternehmen zusammen, um die GreenTech-Agenda erfolgreich umzusetzen und die internationalen Beziehungen in diesem Bereich zu stärken.

Für Rückfragen oder weitere Informationen stehen wir Ihnen gerne zur Verfügung.

Beste Grüße



**GREEN
TECH
FESTIVAL**
Marco Voigt
Managing Partner

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01.10.2025

Reference Letter

This letter confirms that Mr. Mohamed Zakaria Boumanjal, born on September 18, 1990, was employed as Chief Executive Officer – MENA at One Creates Capital LLC in Dubai from January 2023 until December 1, 2025.

During his tenure, Mr. Boumanjal served as the regional CEO of an international advisory firm specializing in sustainable market development and investments between Europe and the MENA region. His exceptional leadership and strategic acumen were instrumental in shaping the company's growth, reputation, and influence across multiple markets.

His key responsibilities and achievements included:

Designing and implementing tailored solutions for governments, defense institutions, humanitarian agencies, and private sector clients, including leading family offices.

Developing and executing strategic programs for sustainable economic transformation and investment promotion across the Middle East and North Africa.

Leading a multidisciplinary team of senior consultants and market specialists to support European companies entering and expanding within the MENA region.

Driving cross-border cooperation projects with ministries, foreign trade chambers (AHKs), and development agencies to strengthen bilateral economic ties.

Integrating innovative technologies and green transformation strategies, including decarbonization, renewable infrastructure, and sustainable industry development.

Promoting international partnerships and long-term investment initiatives aimed at fostering collaboration between European and MENA economies.

Mr. Boumanjal consistently demonstrated a remarkable ability to connect institutions, governments, and investors across regions. His deep understanding of both European and Middle Eastern business environments enabled numerous clients to establish a strong market presence and trusted partnerships.

Through his visionary leadership, strong communication skills, and genuine commitment to collaboration, he inspired his teams and clients alike. His professionalism, integrity, and ability to deliver under pressure earned him the highest respect of colleagues, partners, and senior stakeholders.

Mr. Boumanjal decided to relocate his professional base back to Germany. While we fully support his decision, his departure leaves behind a team that truly valued his leadership and personal integrity. We thank him sincerely for his outstanding contributions, dedication, and the energy he brought to our organization.

We wish him continued success and fulfillment in all his future professional and personal endeavors.

A handwritten signature in black ink, appearing to read 'Boris Simic', with a stylized, flowing script.

Boris Simic,
Global Chief Executive Officer
OneCreatesCapital L.L.C.

01.10.2025

**onecreates
capital**