

Jamal Iddine M'HAMDI was born on the 1st of May 1958 in Ksar El Kébir (Larache) in Morocco and has 4 brothers and sisters. After 2 years of preparatory classes at the Lycée Louis le Grand in Paris, he graduated from the Ecole Polytechnique in 1980 and after that from the Ecole des Mines de Paris in 1982.

He then came back to Morocco and joined in 1982 Managem within Al MADA group. In 1986, he became the director of the Somifer copper mine in Bleida (around Ouarzazate) and in 1988 Development Director in charge of the project of zinc, copper and CMG lead mine in Guemassa, near Marrakech. Starting from the year 1990, he became the General Manager of the CTT cobalt mine in Bouazzer (around Ouarzazate). In 1992, he started a project of cobalt cathodes' production and launched a pilot plant. Following its success, he launched, in 1994, two plants of cobalt's valorization in Bouazzer and cobalt cathodes' production in Guemassa. The production started in 1996 and is totally exported to the United States, Japan and Europe.

In 1997, Mr M'HAMDI is appointed Deputy General Manager of Lesieur. He leads Lesieur's transformation in order to deal with the liberalization of the edible oil industry.

In 2002, he is appointed Chief Executive Officer of Sotherma. He launches Aïn Saiss, a mineral water that became in 2004 the second mineral water in Morocco after Sidi Ali. He sets up many innovations on the Moroccan mineral water's market, first of them was launching for the first time in the country the 5 liters' format then the 33cl one. Many innovations followed: glass bottles (1L and 0,5 L), new tastes (strawberry and lemon flavored water), Aïn Saiss sparkling water (plastic and glass bottles), ...

After a long and rich professional career, Jamal Iddine M'HAMDI retired on May 2018. In parallel, he created a consulting company named Enlighting Consulting, of which he is the unique manager.

In terms of associative engagement, he is President of the Mineral Waters' Producers' Association. He is also President of the Moroccan Alumni of Ecole Polytechnique (Paris, France), President of Rotary Club Casablanca Dean and member of the Moroccan and Saudi Affairs Council.

Mr Jamal Iddine M'HAMDI is married and father of 3 children.