



Tareck Ouaibi

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Professional Profile

General Manager with over 20 years of experience in international retail, particularly in Eastern Europe. Specialist in operational transformation, post-acquisition integration and multicultural team leadership. Proven ability to drive sustainable growth in complex business environments.

Professional Experience

CEO, Carrefour Poland

2020 – 2025

- Led 900 stores and 16,000 employees
- Launched Supeco and executed an omnichannel transformation
- Digitized customer experience across formats
- Achieved +15% revenue growth over 4 years with improved margins

COO, Carrefour Romania

2015 – 2018

- Integrated Billa Romania (90 stores) including rebranding and upgrade
- Launched Supeco format in Romania
- Streamlined multi-format operations

Regional Director East, Carrefour France

2012 – 2015

- • Managed 528 convenience franchise stores
- • Integrated Coop d'Alsace (128 stores)
- • Implemented performance improvement plans

Education

INSEAD – Carrefour Executive Master (2006–2007)

Faculty of Sciences, Paris – DEUG in Mathematics and Social Sciences (1987–1991)

Key Skills

- General Management
- Omnichannel Transformation
- M&A & Post-Merger Integration
- Performance Management
- Multicultural Leadership
- Crisis Management

Languages

French (native), English (fluent), Polish (proficient), Spanish (basic)