

ASSALA RICHI

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Business Engineer & Financial Consultant | International Finance & Risk Management | €12M+ FX Volume | Expert in Corporate Advisory & Cross-Border Strategies

CAREER OBJECTIVE

Results-driven Business Engineer with a strong background in Finance, Treasury, and Risk Management, seeking to apply analytical and advisory expertise within a Consulting or Financial Services environment. Passionate about driving financial performance and operational efficiency through strategic, data-driven insights.

WORK EXPERIENCE

FX Sales & Consultant, Ebury Partners - Benelux Market

Brussels, Belgium  
Dec. 2023 - Aug. 2025 (20 months)

- Advised corporate clients on FX risk management, liquidity strategies, and international payment optimization.
- Conducted financial diagnostics of client exposure to currency and market risk.
- Designed and implemented tailored hedging and cash flow optimization strategies.
- Partnered with trading teams and major banks to execute transactions and monitor market developments.
- Built long-term advisory relationships with CFOs and Treasurers across key sectors (Energy, Pharma, Manufacturing, Automotive).

Key Achievements:

- Optimized FX exposure for clients trading over €6M in FX volume.
- Delivered €55,000 in direct revenue and expanded portfolio through strategic referrals.
- Enabled a pharma client to save €30,000 by redesigning USD payment flows.
- Implemented £3M in cross-border cash netting, improving liquidity management.
- Ranked Top 10 globally in Ebury's Sales Challenge (2025).
- Undertook advanced trainings in FX markets, treasury, and financial risk management.

Treasurer & Partner Manager, Ustart - Mons

Mons, Belgium  
Sept.2021-Sept.2022 (1 year)

- Managed financial planning and treasury for a €3,000+ budget.
- Negotiated partnerships and sponsorships with key financial institutions.
- Produced financial reports and managed budgeting and forecasting.
- Key Achievements: Strengthened the association's financial structure and established sustainable funding partnerships.

EDUCATION

Master's Degree in Business Engineering

Sept. 2021 - Sept. 2023

Warocqué School of Business and Economics – University of Mons (UMons), Mons, Belgium  
Specialization: Finance — Graduated with Distinction  
Thesis: "How can companies that are already well established in their market deal with disruptive innovation these days?"

Erasmus Exchange Program

Sept. 2022 - Jan. 2023

Edge Hill University (EHU), Liverpool, United Kingdom - Ranked Top 50 in UK for Business & Management (Guardian University Guide 2025)  
One semester of study abroad as part of the master's program.

Master's Degree in Business Engineering

Sept. 2020 - Sept. 2021

Solvay Brussels School of Economics and Management - Ranked #53 worldwide in the QS Business Master's Ranking 2025  
Specialization: Entrepreneurship, Strategy and Governance

Bachelor's Degree in Business Engineering

Sept. 2017- Jun. 2020

Warocqué School of Business and Economics – University of Mons (UMons), Mons, Belgium  
Final Project: "Organizational and financial structures of a multinational company."

LANGUAGES AND SKILLS

Languages

- French:** Native
- Arabic:** Native - (currently learning)
- English:** C1
- Spanish:** B2

Soft Skills

- Resilience & Determination**
- Curiosity & Continuous Learning**
- Sociability & Interpersonal Skills**
- Persuasion & Negotiation**
- Teamwork & Collaboration**

IT Skills

- Excel**
- Word, PPT**
- TradingView**
- Salesforce**