

## EDUCATION

2017-2021	<b>Grenoble School of Management – Grande École Program – Master's in Management</b> Master's program focused on geopolitics, change management, strategy, marketing, innovation, and information systems, complemented by academic exchange programs at the University of Cambridge and Pace University	Paris/ Grenoble
2018	<b>University of Cambridge, Clare Hall and Homerton Colleges</b> Academic training program focused on strategy, innovation, and international policy analysis	Cambridge
2019	<b>Pace University, Lubin School of Business</b> Training in international management and finance, with participation in entrepreneurship workshops and an emphasis on financial markets and corporate finance	New York

## PROFESSIONAL EXPERIENCES

Since Dec 21	<b>Wavestone, digital consulting firm</b> <i>Consultant within the Digital Customer Practice</i> - Customer journey: Supported the project management office in redesigning SNCF's customer offboarding process by assisting with digital touchpoint mapping, conducting stakeholder interviews, and collaborating with digital architects to enhance the design of the new user experience - Digital project management: Spearheaded roadmap execution for Global Retail and Connected Beauty Platform domains at L'Oréal, managing communication strategies, training programs for beauty advisors, and organizing committee meetings across multiple regions - Digital transformation and cybersecurity management: Worked on the cyber awareness communication campaign for Hermès, and managed the partners' contracts linked to the projects implemented (application development, chatbot creation, e-learning shooting, website maintenance, etc.) - Crisis management and continuous improvement: Assisted in preparing and executing crisis management exercises for the Clarins Executive Committee, and updated subsidiaries' cybersecurity policies - Penetration testing campaign: Coordinated the 2022-2023 penetration testing campaign for over 60 applications within the Natixis Group - Skills-based sponsorship: Led the launch of a social project with the Red Cross, coordinating with territorial stakeholders to maximize social impact	Paris
Sep 20-Aug 21	<b>Crédit Agricole Corporate and Investment Bank</b> <i>Apprentice Cognitive Project Manager Assistant within the compliance department</i> - AI innovation and governance: Monitored the Proof of Concept (POC) for an automatic annotation solution, implemented continuous improvement processes for AI projects, and developed project governance (KPIs, frequency of calculations, engine performance guidelines) - Data analysis and optimization: Contributed to the annotation and training phases for AI models, analyzing performance scores to enhance engine efficiency	Paris
Mar 20-Sep 20	<b>Atos Consulting, Atos consulting firm</b> <i>Intern Consultant within the IGRC Practice (Information, Governance, Risk and Compliance)</i> - GDPR compliance and data governance: Contributed to the development of content for the IGRC SharePoint platform, supporting GDPR compliance missions - Marketing and customer experience design: Developed and refined marketing strategies and communication materials (pitches, visuals, etc.) to elevate client engagement and support commercial offers	Paris
Sep 19-Mar 20	<b>Atos, CAC 40 company, specialized in digital transformation and consulting</b> <i>Group Bid Control Intern</i> Bid control, or "Rainbow (Risk Assessment in Named Business Opportunities Worldwide) Bidding", is the process of controlling the risks related to the acquisition of new contracts, applicable to all Atos divisions - Risk management and digitalization: Supported the Rainbow Managers in developing, executing, and monitoring the risk control process for new business acquisitions, contributing to automation and digitalization efforts for Rainbow resources	Paris

## SKILLS AND LANGUAGES

Languages: French, English, Arabic (C2 - Fluent)

Microsoft Office: Excel, PowerPoint, Word (Microsoft Office Specialist –Operational level 671/1000 (MOS))

## CERTIFICATIONS

2018: Excel 2016 Certificate – TOSA

2018: Bloomberg Market Concepts (BMC)

2016: GIGS certificate in Geopolitics – Geneva Institute of Geopolitical Studies

## ACTIVITIES AND INTERESTS

Geopolitics: Meeting and interviewing the political counselor at the Moroccan Embassy in Washington, D.C.

Entrepreneurship: Participation to the Pace University Entrepreneurship-Lab workshops

Association: Voluntary member of the AIDS Moroccan Association

Dance: 8 years of classical and contemporary dance