

Zouheir DIDAH

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LinkedIn: [Zouheir-Didah](#) | Driver's License B

Professional Experience

Head of Sales - EMEA

Spimed.AI | September 2025 – Present

- Prospect, qualify, and close sales while delivering tailored client solutions.
- Drive post-sale customer success and retention across EMEA.
- Lead, train, and mentor sales teams under CRO supervision.
- Set and monitor KPIs to achieve and exceed sales targets.
- Identify new market opportunities and adapt strategies accordingly.
- Coordinate EMEA client deployments, demos, and installations.
- Collaborate with marketing, product, and finance to optimize results.
- Analyze performance, report insights, and maintain competitive advantage.
- Participate in key regional commercial negotiations.

Account Sales Executive – France, Francophone Europe, Africa, Middle East & Turkey Circle Cardiovascular Imaging | April 2022 – June 2025

- Business Development & Market Expansion: Identify and engage new prospects in the imaging industry.
- Full-Cycle Sales Management: Led the entire sales cycle from prospecting to contract closure.
- Strategic Sales Execution: Developed tailored presentations, demos, and proposals.
- Stakeholder Management: Engage C-level executives and multiple decision-makers.
- Revenue Growth: Consistently achieved and exceeded sales targets.
- Established strong relationships with key stakeholders, including hospitals, clinics, and imaging centers.
- Represented the company at major medical imaging conferences and congresses.

Clinical Sales Specialist – Ultrasound (CVUS & PoC)

GE Healthcare | February 2021 – March 2022

- Conducted product demonstrations across Western of France.
- Led on-site post-sales training for cardiologists and various other specialties to ensure product adoption.
- Led educational events and workshops to boost customer engagement and maintain market presence.
- Worked closely with the sales team to align solutions with customer's needs.

Clinical Applications Specialist – AW, MR & CT Imaging

GE Healthcare | January 2019 – October 2020

- Conducted technical training for radiologists and radiographers on MR/CT imaging systems.
- Assessing the training requests and establishing a training plan for clients in the region
- Coordinating their CT/MR AW + GSI (spectral) training plan
- Promoted digital learning solutions to expand product adoption.

Biomedical Engineer (Apprenticeship)

Private Hospital Arras Les Bonnettes – Ramsay GDS | September 2016 – August 2017

- Managed preventive and corrective maintenance of medical devices.
- Assisted in biomedical procurement and investment planning.
- Research, purchase, deployment of new devices and training the medical staff.

Education

MSc Healthcare Business & Clinical Research (Honors)

ILIS - Faculty of Engineering and Healthcare Management, Lille | 2017 – 2020

Bachelor's degree in Biomedical Engineering (Honors)

ILIS - Faculty of Engineering and Healthcare Management, Lille | 2016 – 2017

BTS in Optical Instrumentation Engineering

Lycée Jacques de Vaucanson, Tours | 2014 – 2016

Scientific Baccalaureate in Physics & Chemistry (Honors)

Lycée Les Champions, Safi, Morocco | 2014

Skills & Competencies

Languages

- Arabic – Native
- French – Bilingual
- English – Fluent (TOEIC 980/990)

Tools & Software

- CRM: Salesforce
- Microsoft Office Suite
- Adobe Lightroom & Photoshop

Sales & Business Development Expertise

- Full-cycle sales management (prospecting, negotiation, closing)
- Strategic partnerships & account management
- Consultative selling approach for complex solutions
- Market intelligence & competitor analysis
- High-level stakeholder engagement (C-level executives)
- Performance tracking, sales forecasting and pipeline management

Interests

- Sports: Chess (National championships in Morocco)
- Photography: Passionate about landscape photography
- Travel: Visited over 30 countries across Europe, North America, The Middle East & Africa
- Music: 4 years of music theory studies