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## **WORK EXPERIENCE**

### **Dynatrace – Paris**

*Senior Business Development Lead – Full Time*

*April 2025 – Present*

- Joined the Middle East - Africa team to lead the sales pipeline growth for Dynatrace in Turkey, Middle East, & Sub Saharan Africa by developing strategic initiatives around observability, and by building strong partnerships with local partners to identify new business opportunities.
- Achievements:  
Generated \$1.8M in pipeline and achieved 100% in terms of qualified opportunities for Q1 FY26

*Team Lead Sales Development – Full Time*

*June 2023 – Present*

- Managing business development for Dynatrace across France and North Africa, with a focus on uncovering high-value opportunities in observability, application performance, cloud migration, and digital transformation.
- Identify and qualify high-value opportunities by uncovering customer pain points related to AI Observability, Infrastructure monitoring, Application monitoring, Digital Experience Monitoring, Application Security, Software Delivery and more.
- Deliver compelling technical presentations showcasing Dynatrace's AIOps capabilities, including AI-powered root cause analysis, automatic application discovery, and business context integration.
- Demonstrate how Dynatrace reduce the MTTR and improve application performance leading to an important cost saving.
- Collaborate effectively with pre-sales engineers and technical specialists to provide comprehensive technical expertise throughout the sales cycle.
- Develop strong relationships with key decision-makers at various client accounts, fostering trust and long-term partnerships.
- Develop strong relationships with Hyperscalers (**AWS, Microsoft, GCP**), Global Systems Integrators (**SAP, Kyndryl, DXC**), and Technology alliances (**Red Hat, VMware, IBM, ServiceNow**) to strengthen our offerings and expand our reach.
- Lead product demonstrations and presentations at IT conferences and trade shows (**Microsoft AI Tour, AWS Summit Paris, Red Hat Summit, Big Data AI ...**)
- Achievements:  
MVP Business Developer in France  
Named Team Lead to manage 8 Business Developers in France and Middle East  
Generated + **\$5M** in pipeline and target achieved in terms of qualified opportunities (100%) in FY24 and FY25

### **CybelAngel – Paris**

*Senior Business Development Representative – Full Time*

*March 2022 – June 2023*

- Managed business development for CybelAngel across France, Belgium, Luxembourg, and Switzerland
- Identified possible external security threats and determined the best security measures (Dark Web Monitoring, web crawling, domain name system (DNS) record interrogation, and passive data collection to discover all internet-facing assets associated with an organization).
- Suggested improvements to existing security systems (Up-selling / Cross-selling)
- Prospected by conducting various pre-defined call-out programs to drive cybersecurity products and services awareness
- Qualified leads based on the BANT methodology and working closely with the Territory Account Manager to ensure well qualified leads convert into sales opportunities
- Lead sales development meetings and role play sessions with the team and provided guidance as needed.
- Achievements:  
Global MVP Q4 FY22 (160% achievement), Global MVP Q1 FY23 (125%)

## **BlackBerry Cylance – Irvine California – USA**

*Business Development Representative – Full Time*

*Nov 2020 – March 2022*

- Managed the business development for BlackBerry Cylance in Canada and the US and qualified sales opportunities based on the BANT methodology.
- Identified customer pain points related to cybersecurity, focusing on areas like endpoint security threats (malware, ransomware, zero-day attacks), difficulty in managing and protecting a diverse IT environment (cloud, on-premises, mobile), lack of visibility and control over endpoint security posture.
- Identified possible security threats and determining the best security measures (UES, UEM, PS, CEM ...)
- Suggested improvements to existing security systems (Up-selling / Cross-selling).
- Worked closely with the Territory Account Manager and the pre-sales engineer to ensure well qualified leads convert into sales opportunities.
- Achievements:
  - Recognized as the Global MVP in Q1, Q2, and Q3 of 2021.
  - Overachieved Q1 pipeline quota +137% and Q1 Sales Qualified Opportunities +123%
  - Won the Q2 2021 CEM Opportunities Contest, overachieving Q2 pipeline quota +138% and Q2 Sales Qualified Opportunities +143.3%
  - Overachieved Q3 pipeline quota +168% and Q3 Sales Qualified Opportunities +113%

## **EDUCATION and CERTIFICATIONS**

### **SKEMA Business School - Raleigh Campus in partnership with North Carolina State University – USA**

*2019 - 2020*

- Double Degree PGE & Master of Science in International Business

### **SKEMA Business School Sophia Antipolis Campus – France**

*2017 – 2018*

- *License:* Fundamentals of Management

### **Elbilias Sup – Casablanca Morocco**

*2015 - 2017*

- Preparatory Classes: Two intensive years which act as a preparatory course with the main goal of training undergraduate students for enrollment in one of the prestigious Business Schools through national competitive exams.

**Certifications:** Dynatrace Partner Sales Certification, IBM Cloud Essentials, IBM Quantum Business Foundation, IBM Introduction to Kubernetes, Containers, and Openshift, IBM AI Fundamentals

## **LEADERSHIP & VOLUNTEERING**

### **SK America (SKEMA Student Club) – Raleigh USA**

*Vice President*

*Sept 2018 – May 2019*

- Organized student events to encourage healthy lifestyles, including kayaking, cooking, and inter-school competitions

## **OTHER INFORMATION**

- *Languages:* French (native), Arabic (native), English (native)
- *Interests:* Digital Transformation, IT Architecture, Kubernetes, Openshift, DevSecOps, Observability, Modern Cloud, Application Modernization, AI Ops