



Highly passionate about the real estate industry, I aim at bringing in my expertise and my competencies to address the sector's challenges and take part of its evolution. My strength lies in my multi-disciplinary understanding of the underlying technical, legal and financial factors of the real estate dynamics and trends.

EDUCATION

MRICS – Member of the Royal Institute of Chartered Surveyors

2024

ESSEC BUSINESS SCHOOL – master's degree
Advanced master's in real estate management

Paris, France
2020-2021

National School of Architecture (ENA)
Masters in Architecture

Rabat, Morocco
2014-2020

PROFESSIONAL EXPERIENCE

Knight Frank (Valuation & Advisory)
Associate Valuer

Paris, France
Jan 2022 - Present

- Financial valuation of commercial properties (office, retail and industrial) for internal accounting purposes, financing, acquisitions;
- Main clients: Schroders, Nuveen, SwissLife, PBB, DeutschBank, Eurocommercial, Helaba, Deka Bank, Aareal Bank, Natixis;
- Conducting property appraisals using different valuation methods: Discounted Cash Flow, Income Capitalization approach, cost approach, sales comparison approach, reinstatement approach and others (using Argus and Excel);
- Market studies; analyzing and reporting financial, urban, legal and technical documentation; preparing detailed valuation reports; on-site inspections; fee proposals;
- Coordination of quarterly valuations of pan-European portfolios with local offices in London, Germany, Spain and Netherlands;
- Managing interns and juniors;
- Business development (prospecting, client follow-up, after-sales service, request for proposal responses);
- ESG ambassador.

Cushman & Wakefield (Valuation & Advisory)
Junior Real Estate Analyst

Paris, France
2021 (6 m)

- Valuation of different types of assets (office, retail, housing,) for different clients (CDC Habitat, Ampère Gestion, Allianz, Covivio, Accorinvest, Gecina);
- Appraisal of properties using valuation methods of Discounted Cash Flow, Comparison, Bilan Promoteur;
- Analysing investment and development strategies, as well as research and market studies; update of micro and macro-economic data; writing and editing valuation reports.

CO-Architectes (Architectural firm)
Project manager

Rabat, Morocco
2019-2020 (14 m)

- Architectural project design, execution and monitoring: Housing complex (72 000 m²), Hammed earth (pisé) individual house (350 m²), addictology clinic in Temara (5 700 m²);
- Site supervision and coordination between collaborators and clients.

LANGUAGES AND OTHER SKILLS

Langages	Arabic native	French bilingual	English fluent
Software	• OFFICE : Power Point, Excel, Word,	• Argus : Enterprise, ValCap	• ADOBE : PhotoShop, InDesign

ACTIVITIES AND INTERESTS

Real Estate	MIPIM Challenger – Selected with 14 fellow real estate professionals among more than 150 entries from 20 countries to participate in a full program of panel and networking events, including roundtable discussions, workshop and pitching sessions, during MIPIM 2024.	Cannes, France 2024
	Ladies in Real Estate (LiRE) Networking group for women in commercial real estate (4 000 members globally)	Paris, France 2024
Editing	Publications of ESSEC's urban economy chair President of the editing committee for the publication of "Digital Real Estate "	Paris, France 2020 (6 m)
Volunteering	Lions Club Rabat Solidarité , Humanitarian Association Co-Founder and Vice-President	Rabat, Morocco 2016-2018 (18 m)
	ICBCC , I Change Before Climate Change	Rabat, Morocco (28m)