

# Rayane Rhougaya

Business Development | Sales | SaaS & Innovation

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## PROFESSIONAL SUMMARY

- Business Development professional with 3+ years in SaaS, retail, and consulting.
- Skilled in prospecting, sales cycle management, negotiation, and closing deals.
- Experience with CRM, customer relationship management, and upselling.
- Worked with C-level decision makers (CEO, CFO, CTO) and SMEs.
- Fluent in French, English (TOEIC 850), and Arabic. Strong interest in Hospitality & Payments industry.

## PROFESSIONAL EXPERIENCE

### Co-Founder – Lootorium | Paris | 2024 – Present

- Built and managed a €500K pipeline with 10% conversion.
- Prospected, qualified leads, and conducted discovery calls.
- Developed strategic partnerships (Nvidia, IBM, Microsoft).
- Startup environment with international exposure.

### Business Developer (Internship) – Scotomalab | Paris | 2024

- Generated +400% qualified leads via multichannel prospecting.
- Discovery calls, supported AEs in negotiation and closing.
- Promoted AI adoption for SMEs and mid-sized firms.
- Managed CRM (HubSpot), KPI reporting, and pipeline.

### Front Desk Supervisor (Student job) – Louis Vuitton | Paris | 2022 – 2024

- Supervised 5 staff and optimized front-desk operations.
- Ensured premium customer experience and issue resolution.
- Contributed to revenue growth and customer loyalty.

### Sales Manager (Student job) – Zelys Paris | Paris | 2019 – 2022

- Increased men's retail revenue by +220% (€50K → €160K).
- Led sales team, boosted upselling and client retention.
- Implemented retail marketing and improved sales process.

## EDUCATION

- Master in Management – Consulting & Research | Université Paris-Nanterre | 2023 – 2025
- Bachelor in International Management | ESSCA | 2019 – 2023
- Baccalauréat STMG – Finance | Lycée Lyautey, Casablanca | 2016 – 2019

## KEY SKILLS

- Prospecting & lead generation (phone, email, LinkedIn)
- Full sales cycle: qualification, negotiation, closing
- Customer relationship management & upselling
- CRM & pipeline management (HubSpot, KPI tracking)
- Collaboration with C-level decision makers
- Consulting & business development for SMEs and startups
- Interest in Hospitality, Payments & PMS industry

## LANGUAGES

- French: Native
- English: Fluent (TOEIC 850/990)
- Arabic: Native

## CERTIFICATIONS

- Harvard (CS50) – Introduction to Computer Science
- Power BI – Data Visualization & Reporting
- La French Tech – Public Procurement
- X-HEC Entrepreneurs – Entrepreneurship Program