

EDUCATION

| | | |
|----------------|---|---------------------|
| 2025 - Present | HEC Paris Master of Science/ Sustainability and Social Innovation <ul style="list-style-type: none">Awarded HEC Foundation Excellence Scholarship (top 5% of admits)Electives: Rethinking Energy, Strategy for sustainability, Climate Change Economics, European Climate Policy and Regulations, Environmental Geopolitics, ESG Reporting, Social Impact Assessment, Decarbonization Strategies | Paris, France |
| 2021 - 2024 | ESCA Ecole de Management Master of Science / International Business <ul style="list-style-type: none">Graduated Valedictorian out of 350+ students; Executive Committee Member (Societal Impact)President, Sustainable Development Bureau: led 15-member team delivering 7 campus sustainability projectsOrganized first African student-led COP (200+ participants from +16 countries) | Casablanca, Morocco |
| 2019 - 2021 | East China Normal University/ Em Lyon Double degree bachelor's in business administration | Shanghai, China |

PROFESSIONAL EXPERIENCE

| | | |
|---------------------|---|---------------------|
| Oct 2024 - Aug 2025 | Université Mohamed VI Polytechnique (OCP Group) <i>Research Assistant</i> <ul style="list-style-type: none">Managed development of sustainable business model platform (Causal Loop Diagramming), secured €300k in fundingCo-authored 3 case studies under review in international journals, expanding teaching resourcesBenchmarked 25+ cross sectoral African models, from 17+ countriesCollected and analysed data from 100+ MBA students and 50+ ecosystem partners, enhancing platform testing and scalabilityBridged transition from research project to independent start-up by organising meetings with 4+ incubators | Rabat, Morocco |
| Jan 2024 – Jun 2024 | Social Innovation & Sustainability Institute (ESCA) <i>Research Fellow</i> <ul style="list-style-type: none">Designed policy roadmap for Morocco's low-carbon transition through PPPs; thesis recognized as best MSc project (1st/110)Conducted 40+ interviews with policymakers & NGOs, producing actionable recommendationsResearched sustainability in Morocco's tourism industry with supervisor; presented findings to 500+ experts, promoting cross-industry transitions | Casablanca, Morocco |
| Apr 2023 - Aug 2023 | LSB Group <i>Sales and Marketing executive - Intern</i> <ul style="list-style-type: none">Generated £30,000+ in sales revenue within 4 months across Morocco and neighboring marketsDesigned and executed entry strategy for 2 new export markets, increasing regional client base by 18% | Casablanca, Morocco |

SKILLS, INTERESTS, & OTHERS

Technical: R, SPSS, Data Analysis, Public Speaking

Languages: Arabic (native), French (fluent), English (fluent), Spanish (intermediate)

Conferences: Speaker/leader at international forums incl. AABS, Climate Leadership Conference, Green Week

Interests: Hiking (*Summited Mount Toubkal – 4,167m, highest peak in North Africa, preparing for Mount Kilimanjaro – 5,895m, highest peak in Africa*), Endurance Sports (*Annual semi-marathon runner; preparing for triathlon competition*), Geopolitics (*Focus on North African relations, global conflicts, and international security policy*)

LANGUAGES

Moroccan (Native), Arabic (Native), French (fluent), English (fluent), Spanish (beginner)

AWARDS

Winner, ESCA Learning Lab Innovation Challenge (1st place among 120+ teams)

“From Classroom to Continent” Award for spearheading Reverse Innovation initiatives in Africa

PUBLICATIONS

Elyazid Dehebi & Majid Elghaib . *Illuminating Africa with a Frugal and Sustainable Solution: The Case of Shems for Lighting*. Case Focus: The Journal of Business and Management Teaching Cases: Middle East and Africa Edition