

# Hamza Triqui

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8+ years of experience in Investment Banking and business roles in fast-growing environments

## Professional experience

### Secure-IC – Sales Director EMEA

Dec. 2022 – Current | Paris

Embedded cybersecurity solutions for connected objects – €20m raised in 2021, sold to Cadence Design Systems in January 2025 (NASDAQ: CDNS)

- Led sales expansion and account management across Europe, Middle East and Africa
- Managed a team of three sales and two pre-sales engineers
- Multiplied revenues by four in the region in two years to reach €5m turnover in 2024. €6m forecasted in 2025
- Negotiated and signed 40 contracts across EMEA in three years, including 15 new logos in France, Germany, Belgium, the Netherlands and Israël
- Involved in the execution of 50+ projects alongside the Operations team, with the indirect management of four Project Managers
- Established sales action plans and business strategy expansion in the region

### Sundayapp – Enterprise Operations Manager

Aug. 2021 – Oct. 2022 | Paris

Innovative payment-at-table solutions for restaurants through QR codes (€100m raised in 2021)

- Managed a team of four account managers within the Operations team
- Established a company-level roll-out process to successfully deploy Sunday within 10+ Enterprise accounts including Groupe Bertrand and Indiana, from Proof of Concept in a single restaurant to full-scale deployment
- Monitored the launch of Sunday in 200+ restaurants, accounting for 75% of transaction volumes and 40% of portfolio of restaurants of the Company
- Led four cross-team strategic projects involving Tech, Product, and Operations teams, including:
  - Tech architecture migration of Sunday product (3 months)
  - Integration of a Point-of-Sale partner, PI Electronique, to Sunday technology (4 months)

### Lincoln International – From intern to M&A Associate

Jan. 2017 – Jul. 2021 | Paris

Investment bank specializing in advisory services for mid-cap companies

- Coordinated 20+ M&A projects which included (i) marketing materials preparation and financial analyses and (ii) third-party management (clients, due diligence providers)
- Managed teams of 2 to 3 analysts to deliver projects in the French market
- Selected projects:
  - Fundraising for Secure-IC, a French Cybersecurity player
  - Debt restructuring for Figeac Aero, a listed European Aerospace player
  - Debt raising for Médiaperformances, a French In-store media solutions provider
  - Sale of Nedap France, a French Security system integrator, to B&Capital
  - Sale of Proengin, a French specialist in the detection of chemical and biological threats, to Capital Export

## Education

### Le Wagon

2022 | Paris

Full-stack web development coding bootcamp (10 weeks)

### EM LYON Business School – Master of Science in Management

2014 – 2018 | Lyon

"Grande Ecole" Program - Corporate Finance & Consulting track

Exchange semester: Indian Institute of Management (IIM) Ahmedabad

### Lycée Descartes – Classes Préparatoires ECS

2012 – 2014 | Rabat

Intensive preparation in Mathematics, Geopolitics, Philosophy, English & Arabic

## Skills and Interests

**Languages** – French: Native; English: Proficient; Arabic: Native; Spanish: Intermediate

**Tools** – CRM: Salesforce, Hubspot; **Analytics**: Metabase, Datadog; **Microsoft Office** and **Google Workspace** suites; **Project Management**: Notion, Monday;

**Hobbies** – Sports (running, football), music (15+ years playing guitar), reading