

# Mohamed AMEHRI

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## EDUCATION

### INSEAD

#### Master in Management Class of 2027

- Available for internship and full-time employment from July 2026
- GMAT Focus Edition: 675 (equivalent to 730 GMAT 10th Ed., 96th percentile)
- Project: Case Competition 2025 (Villa Copenhagen): Advised luxury hotel on brand strategy and revenue diversification
- Activities: Consulting Club, PE & VC Club, Middle East and North Africa Club

Fontainebleau / Singapore  
Aug 2025 – Jan 2027

### ESSEC Business School

#### ESSEC Global BBA, Innovation & Digital Management Track

- Nominated for GBBA Dissertation Prize (Chair Awards) — Hospitality customer experience & waste reduction strategies
- Student Services Office: Managed €100k annual budget and organized integration programs for 200+ international students

Rabat, Morocco  
Sept 2021 – Jun 2025

### Rotterdam School of Management, Erasmus University

#### Exchange Program - International Business Administration

- Relevant Coursework: Behavioral Management Science, International Business, Digital Business

Rotterdam, Netherlands  
Jan 2022 – Jun 2022

### Ecole Centrale Casablanca

#### Exchange Program - Strategy and Urban Transitions in Africa

- Collaborated with engineering students on projects addressing energy transition and urban sustainability in Africa
- Relevant Coursework: Energy Transition in Africa, Operations Management

Casablanca, Morocco  
Feb 2025 – May 2025

## PROFESSIONAL EXPERIENCE

### Maroc Telecom

*Leading telecom company in Morocco and a major operator across Africa*

Rabat, Morocco

#### Strategy & Digital Transformation Intern

- Redesigned digital sales platform with cross-functional teams, boosting eSIM conversions by 30% within 6 months
- Overhauled mobile app interface to align with market trends, driving 22% increase in monthly active users
- Developed proposals for AI-driven initiatives projected to cut operating costs by 15%

Jul 2024 - Dec 2024

### SQLI Digital Experience

*Digital Services and Consulting Company*

Rabat, Morocco

#### Strategy & Digital Intern

- Designed new website section for client, increasing digital engagement by 12%
- Coordinated delivery with product manager and Scrum Master, ensuring on-time launch of project deliverables
- Synthesized marketing insights, adopted into client's roadmap to guide 2 strategic initiatives

Jun 2022 - Aug 2022

## LEADERSHIP EXPERIENCE

### CDG Développement — Ecole Centrale Casablanca

*Urban development and investment arm of Morocco's sovereign wealth fund*

Casablanca, Morocco

#### Student Consulting Mission — Urban Development Project

Mar 2025 - May 2025

- Analyzed Casablanca's vulnerabilities and benchmarked 4 global smart cities, identifying resilience best practices
- Recommended 6 pilot-district proposals, adopted by CDG Développement as input for its 2030 resilience roadmap

### Cache Cache (Beaumanoir Group)

*International fashion retailer with 1,500+ stores across Europe and Asia*

Rabat, Morocco

#### Student Consulting Mission — ESSEC Business School

Jan 2023 - Apr 2023

- Designed sustainable sourcing strategy in collaboration with Cache Cache team, reducing carbon footprint by 15%
- Developed eco-marketing campaigns that boosted customer engagement by 20% and presented to the executive committee

### HADAF, Association for Mental Disability

*A non-profit fostering social and professional inclusion for youths with mental disabilities*

Rabat, Morocco

#### Diversity & Inclusion Program Coordinator

May 2023 - Jun 2023

- Spearheaded intercultural workshops promoting diversity, benefiting 100+ youths with disabilities
- Forged partnerships with local employers, creating 20+ jobs and reducing unemployment among participants by 15%

## ADDITIONAL INFORMATION

**Work Authorisation:** France & Singapore (via INSEAD internship agreement, valid until Jan 2027)

**Technical Skills:** Excel (advanced), PowerPoint (advanced), Python, R (basic), Tableau, Power BI, Google Analytics

**Languages:** Arabic (Native), French (Fluent), English (Fluent), Mandarin (Elementary), Spanish (Elementary)

**Interests:** Semi-marathon candidate (Singapore 2026), hiking expeditions, adventure sports

**Personal Achievement:** Certified Lifesaver (ILS) — trained in water rescue and crisis management under emergency conditions