

SOUFIANE BENMANSOUR

General Management | Organizational Leadership | Financial Oversight | Entrepreneurial Mindset

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EXPERIENCE



General Manager

ESS Family Business

01/2016 - Present

Rabat, Morocco

- Manages the family-owned multi-service firm in technology distribution, trade consulting, and digital solutions—handling end-to-end operations, business development, and premium client relations.
- Represents a Moroccan tech brand; driving market positioning, commercial partnerships, and strategic analysis of Morocco-U.S. Free Trade Agreement opportunities and the African Continental Free Trade Area.
- Develops the Digital Business Card and e-commerce platforms to scale brand visibility, customer acquisition, and overall sales performance.
- Coaches and advises SMEs on internal process optimization, operational structuring, and team upskilling.
- Steers active prospecting and the creation of strategic commercial partnerships to drive business growth for client organizations.



International Consultant & Professional Business Athlete

ESS Family Business

2017 - Present

USA, Peru, Chile, Bolivia, Morocco

- Champions Morocco at Sandboard World Cup; Currently directing 2027 event organization in Morocco — (stakeholder coordination, sponsor outreach, national & international partnerships).
- Directs national operations as Country Director for Dune Riders International (DRI): Managing international coordination, team leadership, and sports ecosystem development across South America and Moroccan dunes.
- Designs and delivers leadership workshops, conducts Morocco-Latin America trade feasibility studies (superfoods), and executes intercultural digital projects alongside global community management.



Financial Analyst

Bank Al Maghrib

02/2011 - 12/2015

Rabat, Morocco

- Managed monetary supervision in Capital Markets Department—handled treasury bonds, yield curves, interest rate analysis, and REPO operations.
- Streamlined financial reporting processes, delivering clearer analysis to accelerate decision-making across departments.
- Optimized Reuters yield curve publication—reduced timing errors and boosted data accuracy for market stakeholders.
- Drove cross-functional collaboration; enhanced reporting systems, dashboards and operational risk frameworks.
- Conducted in-depth reviews of pre-publication research on central bank organizational culture and learning, applying multidisciplinary business school insights.



Mutual Fund Management Companies Analyst

AMMC (formerly CDMV)

11/2008 - 09/2009

Rabat, Morocco

- Conducted risk assessments and operational risk mappings for OPCVM mutual fund companies.
- Developed inspection procedures, internal policies, best practices, and compliance frameworks.
- Maintained continuous regulatory monitoring to ensure market standard alignment.



Auditor

EY (Ernst & Young)

11/2007 - 03/2008

Casablanca, Morocco

- Audit missions for banks and industrial enterprises
- Developed audit plans, identified operational risks and internal control weaknesses.
- Analyzed best practices and industry benchmarks.
- Produces OPCVM audit report — graduation thesis for KEDGE BS

EDUCATION



Master's Degree (Grande École) - Financial Engineering

KEDGE Business School (EQUIS, AMBA, AACSB)

09/2005 - 06/2008

Bordeaux, France

- Program Exchange For MBA Courses At Fu Jen University (AACSB) In Taipei, Taiwan



ENCG Diploma

Hassan 1 University ENCG Settat

09/2002 - 06/2005

Settat, Morocco

- Selected With Honors For The Dual Degree

EXECUTIVE PROFILE

Quadrilingual, multi-skilled manager with a resolutely international profile, delivering a strategic and operational vision forged across 4 continents.

Backed by over 15 years of experience, I bridge the analytical rigor gained within major financial institutions (Bank Al-Maghrib, AMMC) with a robust entrepreneurial agility focused on tech distribution, e-commerce, and SME optimization.

Certified by **McKinsey Forward in strategic leadership**.

I manage multidisciplinary teams and drive global-scale projects (DRI, World Cup) in perfect alignment with the Kingdom's 2030 international reach and visibility ambitions.

TARGET MANDATES

General Management / Chief Operating Officer (COO) – Internationally-focused organizations

International Commercial Direction & High-Level Business Development

Strategic Grand Projects Direction (Global events, Destination attractiveness, Eco-tourism)

Digital Transformation, Tech Distribution, E-commerce & Strategic Growth Direction

KEY ACHIEVEMENTS

Elite Academic

Awarded fully funded admission to KEDGE Business School.

Pioneer Webmaster

First webmaster for Morocco's ENCG Settat— early digital presence

Tamkeen & ESSTECHNO.COM Platforms

Conceived and launched Tamkeen & ESS Digital Business Card

Country Director (Morocco)

Appointed Country Director DRI (USA) for Morocco.

McKinsey Forward Certificate

Graduated from the McKinsey.org Forward Program (June 2026).

LANGUAGES

Arabic	Native	●●●●●●
French	Native	●●●●●●
English	Fluent (TOEFL, TOEIC, GRE)	●●●●●●
Spanish	Proficient	●●●●●●
Chinese (Pinyin)	Beginner	●●●●●●

SKILLS

Leadership: Organizational Leadership, Team Management, Operations, Event Organization

Business: Business Development, Sales, Consulting, E-Commerce Strategy

Technical: Financial Analysis, Risk & Compliance, Audit, AI & Digital Transformation

Holistic: Mindfulness Coaching, Resilience, Cross-Cultural Communication, Kung-Fu

INTERESTS

Board riding

Outdoor & Adventure

Martial Arts & Discipline

Mindfulness & Well-Being

Technology & Innovation

Creative Arts

BMW Mechanics