

SOUFIANE BENMANSOUR

General Manager | Organizational Leadership | Financial Oversight | Entrepreneurial Mindset

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EXPERIENCE



General Manager

ESS Family Business

01/2016 - Present Rabat, Morocco

- **Spearheaded** family-owned multi-service firm in **technology distribution**, trade consulting, and digital solutions—managing operations, business development, and client relations across Rabat.
- **Actively representing** Moroccan tech brand; driving market positioning, commercial partnerships, and strategic analysis of Morocco-U.S. Free Trade Agreement opportunities.
- **Engineered** Tamkeen e-commerce platform ("empowerment" in Arabic) with targeted strategies to boost visibility, customer acquisition, and sales performance.
- **Executed** SME consulting and coaching—optimizing internal processes, structuring operations, and upskilling teams through sales prospecting and partnership development.



International Consultant & Professional Athlete

ESS Family Business

2017 - Present Peru, Chile, Bolivia, Morocco

- **Championed Morocco** at Sandboard World Cup; Currently directing 2026 event organization in Morocco—driving stakeholder coordination, sponsor outreach, and international partnerships.
- **Country Director, Dune Riders International (DRI) for Morocco** (2024–Present): Cross-border coordination, team management, and brand development across Peru, Chile, and Moroccan dunes.
- **Designed and delivered mindfulness-leadership workshops** in Peru communities; **Led** Morocco-Latin America trade studies on superfoods/health supplements and managed intercultural digital projects.



Financial Analyst

Bank Al Maghrib

02/2011 - 12/2015 Rabat, Morocco

- **Oversaw** 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.
- **Collaborated on strategic projects** with cross-functional teams; enhanced reporting systems and operational risk frameworks.
- **Conducted in-depth reviews of pre-publication research** on central bank organizational culture and learning, applying multidisciplinary business school insights.



Commercial Consultant & Producer

ESS Family Business

10/2009 - 11/2010 Rabat, Casablanca

- **Engaged** in commercial prospecting and optimized distribution processes for companies (e.g., mobile phone refills).
- Contributed to the production of the promotional video for the **Mohamed V Foundation for Solidarity (2010 Campaign)**.
- **Finalist in the Generation Mawazine competition 2010**; deepened skills in music production, DAW, and sound design alongside creative projects.



Mutual Fund Management Companies Analyst

AMMC (formerly CDVM)

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.

SUMMARY

Multilingual Leader with 15+ Years of Global Impact

Strategic leader with 15+ years in central banking, capital markets regulation, Big 4 audit, and international consulting across Morocco, the US, Latin America, France, and Southeast Asia. Deep expertise in monetary mechanics and global financial flows, delivering sharp analytical rigor and immediate actionable insights.

Holistic Innovator in Consulting, Sales, and Leadership

Blends strategic consulting, high-impact sales, cutting-edge technology, applied psychology, and mindfulness-based coaching. Designed workshops that elevate emotional intelligence and self-awareness, driving measurable organizational growth. Proven in leading diverse teams, streamlining complex operations, and excelling in multicultural diplomacy with strong PR and stakeholder skills.

Adventurer and Resilient Achiever

Lifelong Wing Chun Kung Fu practitioner (trained in Taipei under the IP Man lineage), passionate board rider, and explorer of extreme terrains — from Amazon jungles and Andean peaks to the Atacama Desert, Patagonia, and Toubkal summit. Represented Morocco at the Sandboard World Cup, sharpening focus, resilience, and leadership under pressure. Business-minded with a creative, artistic, and ecological perspective.

AI-Driven Visionary Ready for New Challenges

Passionate AI enthusiast targeting senior leadership roles in general management, tech, event organization, innovative finance, tourism, hospitality, experiential travel, wellness, lifestyle brands, field consulting, sales, PR, and communications. Delivers results through deep cross-cultural expertise and human-centered innovation.

Commitment to Excellence

Recognized for professionalism, seamless collaboration, and consistently high performance; eager to tackle bold challenges and accelerate organizational success.

KEY ACHIEVEMENTS

Elite Academic Admission

Awarded fully funded admission to KEDGE Business School (Grande École).

Pioneer Webmaster

First webmaster for Morocco's ENCG Settat—building early digital presence (2003).

Tamkeen Platform

Built Tamkeen e-commerce and informative platform for holistic wellness.

Country Director (Morocco)

Appointed Country Director Dune Riders International USA (2024).

CERTIFICATIONS

TOEFL, TOEIC, GRE (ETS)

Lo Man Kam Wing Chun Kung-Fu

Country Director (Dune Riders International - USA)

EXPERIENCE



Auditor

EY (Ernst & Young)

11/2007 - 03/2008

Casablanca, Morocco

- **Conducted audit missions** for banks and industrial/commercial enterprises—operating at a **senior level** with significant responsibility.
- **Prepared** comprehensive audit files and developed structured audit plans in collaboration with the team, defining objectives, methodologies, and priority audit areas.
- **Identified and assessed** operational risks and internal control weaknesses, providing recommendations for improvement.
- **Analyzed best practices** and industry **benchmarks** to enhance audit outcomes.
- **Prepared a report on mutual fund audit (OPCVM), which also served as the graduation thesis for KEDGE Business School.**



Internal Auditor

SGCIB (Société Générale)

07/2007 - 08/2007

Paris, France

- Participated in internal audit missions, focusing on follow-up reviews.
- Contributed to the mapping of the Group's investment banking entities, including structures, activities, and associated risks.



Auditor

PwC

07/2004

Casablanca, Morocco

- Participated in a banking audit mission with WafaBank (pre-merger).
- **Achieved the highest performance rating** upon completion of the internship.



Credit worthiness Analyst

Société Générale (Regional Management)

07/2003

Rabat, Morocco

- Performed financial analysis, key ratios, and credit rating assessments.
- Administered a cross-sectional employee satisfaction survey.

EDUCATION



Master's Degree (Grande École) - Financial Engineering

KEDGE Business School

09/2005 - 06/2008

Bordeaux, France

- Triple International Accreditation (EQUIS, AMBA, AACSB)
- 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

- National School of Business and Management In Settat
- Selected With Honors For The Dual Degree

LANGUAGES

Arabic

Native ●●●●●

French

Native ●●●●●

English

Fluent (TOEFL, TOEIC, GRE) ●●●●●

Spanish

Proficient ●●●●●

Chinese (Pinyin)

Beginner ●●●●●

SKILLS

Leadership & Management

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

Business & Commercial

Business Development, Sales & Prospecting, Consulting & Coaching, E-Commerce Strategy

Cross-Cultural & Communication

Diplomatic Communication, Cross-Cultural Negotiation, Public Relations, Intercultural Project Management

Technical & Analytical

Financial Analysis & Oversight, Risk Assessment & Compliance, Strategic Analysis, Audit & Internal Control, Regulatory Knowledge

Technology & Innovation

AI & Digital Transformation, Tech Enthusiast & Connoisseur, Technology Consulting

Holistic & Personal

Mindfulness & Leadership Coaching, Resilience & Adaptability, Creative & Artistic Sensibility, Martial Arts Discipline (Wing Chun), Nature

INTERESTS



Board riding
Surf, Snow, Sand



Outdoor & Adventure
Trekking & Mountain, Cycling, Calisthenics



Martial Arts & Discipline
Wing Chun Kung-Fu (trained under Sifu Lo Man Kam, direct disciple of Ip Man, in Taipei)



Mindfulness & Well-Being
Meditation, Mindfulness Practices, Leadership Coaching



Technology & Innovation
AI Enthusiast, Digital Transformation, Tech Connoisseur, Early Adopter of Emerging Technologies



Creative Arts
Music Production, Sound Design, DJ Performance, Clay Sculpture



Mechanics
BMW Mechanics, DIY Projects