

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

- Spearheaded family-owned multi-service firm in technology distribution, trade consulting, and digital solutions—managing operations, business development, and client relations across Rabat and regions
- Actively representing Moroccan tech brand; driving market positioning, commercial partnerships, and strategic analysis of Morocco-U.S. Free Trade Agreement opportunities.
- Engineered Digital Business Card and e-commerce platform 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 Business Athlete

ESS Family Business

2017 - Present

USA, Peru, Chile, Bolivia, Morocco

- Championed Morocco at Sandboard World Cup; Currently directing 2026/2027 event organization in Morocco—driving stakeholder coordination, sponsor outreach, national & 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; Drafted 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.
- 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 — senior level.
- Developed audit plans, identified operational risks and internal control weaknesses.
- Analyzed best practices and industry benchmarks.
- 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

SUMMARY

Strategic Executive Leader With over 15 years of experience—spanning Big 4 audit, central banking, and capital market regulation—I bridge the gap between institutional rigor and the agility of entrepreneurial ecosystems. I have led business development, digital transformation, and trade consulting initiatives across Morocco and abroad. My career across four continents has equipped me to synthesize complex financial and institutional frameworks into decisive business actions.

Holistic Governance & Business : I mobilize a "body, mind, heart, and soul" approach to management, creating a competitive advantage that aligns human well-being with disciplined commercial development. I specialize in building high-performance, multidisciplinary teams, fostering a culture of psychological safety and collective ownership that drives sustained organizational results.

Performance Under Pressure & Mindfulness : Certified McKinsey Forward (2026), I integrate psychosociology and the discipline of high-stakes environments—from extreme-terrain exploration to international competitive sports—to pilot complex organizational transformations. I use advanced communication frameworks to distill complex data into persuasive narratives that align teams toward unified goals.

Commercial & Intercultural Expertise : I translate institutional discipline into versatile solutions across varied sectors and regions (including operational exposure across four continents): technology, logistics, infrastructure, and sustainable development. My professional identity is defined by a unique fusion of deep-tech awareness and the human-centric leadership required to steer multicultural environments.

Vision & Impact 2030 : Positioned to bridge the gap between strategy and ground-level execution, I leverage AI-driven insights and institutional rigor to modernize infrastructures and support the national momentum toward 2030. I am seeking an executive mandate or high-level field role in Management, Tech, Event Organization, Tourism, Well-being, Sales, or Communication, where I can apply my proactive governance and strategic foresight to drive sustainable, high-impact growth.

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 & ESS Website 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, Strategic Problem Solving, Change Management, Team Management, 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