

# Mourad BEN ABDELGHAFAR

## Management, Marketing & Business Development

Birth on 16 September 1978

Married / 2 Sons

Driving License B

Experienced, efficient and organized. I'm Able to build strategy and follow up the field execution Open Minded, team player with interpersonal communication skills and leadership qualities. I can manage people for more effective teamwork  
Target oriented, analytic & details focus. I apply & Optimize process to provide added value



## WORK EXPERIENCE

Since Jan 2016

### Horizon Coffee House (HCH)

Part of Slama Group Tunisian Agrofood Group leader in different sector & Partner of international Company & founds  
(CSM Bakery Solution, Dr Oetker Tunisia and Colony Capital)



#### Executive Manager

Keens Ice Cream & Keens Café

Implementation of a Chain of Ice Cream Coffee Shop & Restaurant business in Tunisia, and plan for North Africa.

**Business Design** & Implementation

Process & **standards** Implementation

Operations setting up & **Cost Master**

Project Launching (3 Coffee Shop Open in Tunisia and Plan for opening in North Africa)

**Project Manager** of the first Premium Ice Cream product in Tunisia



Break even reach after 1 year operations  
+30% Growth after 2 years

Jan 2014 - Dec 2015

### Global Levergg Dubai

Pharma Business. GSK, Roche, Astra Zeneca, Reckitt Benckiser Exclusive distributor in Libya Market. Leader in Pharma Distribution in Libya.  
35 Million USD Net Revenue / 250 Employees



#### Chief Operating Officer

Establish the new organization of the company

Implement POS & good management process

Establish meeting process

Establish **Main KPI's** and **reporting** with Dubai Office

Implement the Sales Strategy & the **Route to Market**

Improve supply Chain and demand plan process (avoid OOS)

**Leadership**, Team management & Decision Making



Increase sales volume and performance +28% vs YTD-I  
Reduce operating costs by 11%



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## EXPERIENCE SUMMARY

### TODAY

Food & Beverage Experience  
Running Business  
in challenging conditions



### 2015

Manage a Pharma  
Distribution Business  
Redress Situation in  
hostile period in Libya  
Strong Reporting process  
International Work  
environments



### 2013

Business Development  
Feasibility Study  
of big scale projects  
State &  
administration Negotiation



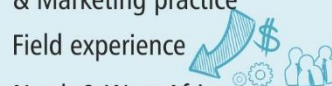
### 2011

Project Management  
Marketing  
Expertise  
International  
Partnership  
Build project  
from scratch  
Dairy Business  
expertise  
360° Marketing  
deployment



### 2008

Operation Commercial  
& Marketing practice  
Field experience  
North & West African  
export experience



### 2001

Communication  
& Advertising skills  
Team Work  
&  
objective oriented





Sep 2011 – Dec 2013

## TUNISIA HOLDING

After Tunisian revolution Projects initiative

### Project & Marketing Director Cslt

1. First Integrated Agro-Food Project in NA, more than 200M€ Project
  2. Green field Cosmetics and Detergent Project implementation
- For Both projects

#### Build Business Model

Business & **feasibility study** Elaboration with International Consultant & PWC Tunisia

**Business Development** & partnership establishing  
(Al Safi Dairy Group KSA, Beohemija Serbia)

Establishing the **Sales & Marketing strategy**

Government negotiations and lobbying for a PPP act



January 2011-July 2011

## Henkel Tunisia

### Home Care & Laundry Category Manager

Market analysis / Roll up the region strategy to Tunisian Market  
Reporting the category to the MENA region



January 2008 - July 2011

## La Compagnie Fromagère

JV Bongrain Savencia & Délice Holding, Danone partner

### Category Manager & Project Coordinator

Build and apply the marketing and communication strategy:  
Benchmark, **Product Mix**, concepts, Brand, Pricing...  
Coordinate between different departments (Supply, R&D...)  
Coordinate between the two shareholders on project progress  
**Leadership & Team Coaching**  
Project Launch with **360° Marketing Deployment**

#### Main Achievement:

Reaching more than **50%** MS of the fresh cheese category after one year  
Install the brand as a cheese player 3<sup>rd</sup> Top Of Mind



#### DIPLOMA AND DEGREE

May 2004

IAE of Lille, France  
DESS (Master) International,  
Industrial and innovation  
marketing. With Honours.

May 2002

University Of Tunis  
Degree in Marketing

June 1997

Montfleury School Tunis  
Baccalaureate in Mathematics



#### CONSULTANT EXPERIENCE

2013-2014

AlphaSights London:  
North African Markets reviews.

McKinsey & Company:  
Tunisia, Libya & Algeria FMCG Market  
exploration for some products

Fall Company Senegal:  
Pre launch study requirement for edible  
oil company implementation in Senegal &  
Oust African Market.

Marketing Advisor with GIZ,  
German Cooperation in Tunisia.



#### LANGUAGE

French/Arabic  
Bilingual

English  
Good Level: Written, read and spoken

Italian  
Read and spoken (Notion)

#### COMPUTER SKILLS

MS Office

IS, BI, CRM : Cognos, Adonix, Aloha, Sage

Gant / Project : MS Project / Gant

Notions of PAO

# WORK EXPERIENCE



July 2007- January 2008

**Unilever Tunisia**

## Brand Manager Tunisia & Libya

Category Analysis & Managing  
Food Opportunity Launch  
Reporting the category to the MENA region



April 2004- July 2007

**Slama Group**

## Brand Manager: Margarine & related products (Local & International Markets)

**Marketing strategy** implementation.

Coordination between the different departments (Supply, R&D, Sales)

Piloting projects and implementing new products

Planning, strategy and follow up of **marketing operation in local and international markets**

**Sales Analysis** and Follow up of commercial and trade actions

Perfect Knowledge of local and international markets: **Tunisian, North Africa, West African, France, Middle East International Marketing** support missions

Perfect Knowledge of the intervenient in Tunisian market (Marketing, Communication and media agency, printer...)



**Main Achievement:**

+5Pts Local MS

+12Pts export Val increase

+10Pts in image Performance & Personality



Sept 2003- April 2004

**Master Degree Break**

Sept 2002- Sept 2003

**Sogec Tunisia**

Trade marketing Company. Partner of SOGEC Marketing France, and Publicis  
Impact Group

## Key Account Manager

Launching of the Couponing business with modern trade in Tunisia

## Internship Experience

2002 –

**Emrhode**

Study Office

Survey piloting & supervising

Summer 2000 & 2001 -

**Publicis Impact  
Advertising Agency:**

Advertising Manager of national and international budgets (Nestlé, Henkel, Carrefour & Others)

Since age of 15

**LARBI HADJ SADEK Company:**

Co-manager of family business, Landscaping and sailing agriculture products. /Buying/Selling  
Managing the Business liquidation in 2014

## Extra-Professional Activities

Since 2006

Founder & Organizing of a friend football championship TTL

**232 Members/3 Mini Championship per year / logistic (field rental/ equipment acquisition/ Rules optimization)**

<https://www.facebook.com/groups/22616510165/>

Since 2005

Member of "Jiser": Cultural association, work on exchange culture between the two sides of the Mediterranean Sea

[www.jiser.org](http://www.jiser.org)

**Promote young artist & event organization/Organise yearly events**

2003

Nuit des Publivoire. Advertising Event organization Fete de la Musique Organization

## Hobbies

**Culture**

Music and Cultural activities

**Travel**

Discovering Places & Cultures

**Sports**

Handball professional player (till 1997) and football amateur player (till 2017)

**Cooking**

World wide cuisine amateur & Sensory analysis expert

**Gardening**

Family & Personal Passion