**consulting Services provided to clients in different geographic areas globally (U.S, Africa and MENA)**

|  |  |  |  |
| --- | --- | --- | --- |
| **WHERE** | **BENEFICIARY** | **TYPE** | **DESCRIPTION** |
| Casa | German Technical Cooperation GTZ\_MCI\_ANPME –  Group of Moroccan Consultants covering all economic sectors | Consultants  Leveling /Training | Animation of several workshops:  - '' Marketing a consulting company’’  - " The ITCs and the consulting profession"  - " Competitive Intelligence principles and implementation’’  - Etc. |
| Casa | German Technical Cooperation GTZ\_MCI\_ANPME – All the Moroccan Professional Business Associations | Upgrading /Training | Animation and co-animation of the following workshops:  - "External Communications for Professional Business Associations"  - "Lobbying Techniques for Professional Associations" |
| Agadir | Tourism, Travel & Leisure | Consulting | Strategic diagnosis aimed at:  - Sanitizing structures  - Reducing abusive costs  - Uncovering and releasing new areas of development. |
| Casa | Media | Consulting | Performed Fine Work on the Transport/Logistics Model (application of operational research to fleet and tricycle management: optimization, critical path, dispatching, etc.). |
| USA | Services | Consulting | Inventory Work - Competitive Intelligence Analysis (Ohio & Kentucky \_ USA) - Dashboards - customer attitude and satisfaction surveys, etc. |
| USA | Tourism, Travel & Leisure | Consulting | Diagnosis - new strategy of development and Image reinforcement in the state of Ohio, USA. |
| Casa | Industry | Consulting | Company and Product Positioning / Company brands and products perception (case of automotive body paints) + brand maintenance and reinforcement policy + penetration strategy of the car body market painting |
| Casa | Industry | Consulting | Resolving the Problem of seasonality related to the raw material management and a proposal of an adapted model for commercial forecasts. |
| Casa | Modern Distribution/Department Stores | Modern Distribution | Pre-launch Survey (feasibility) of the first ever Moroccan Department Store measuring the purchasing and consumption habits of Casablanca, Morocco potential customers (market survey); data collection, treatment, analysis and recommendations ... |
| Fquih Ben Salah | Agriculture and Agri-business | Consulting | Information Systems Audit + Capacity building of teams. |
| Casa | Engineering | Consulting | Development of Managerial Dashboards |
| Casa | Services | Consulting | Time Management Workshop |
| Casa | Moroccan Urban Community (Sponsored by the Municipality of Barcelona, Spain) | Consulting | Entrepreneurial + Soft Skills Training of Young Business Startuppers |
| Casa | Tourism, Travel & Leisure | Consulting | Diverse Competitive Intelligence Missions + Evaluation of new strategic Development opportunities |
| Casa | Non-Profit | Consulting | Two Days Management Training Workshop ***(not paid for as the client is a handicap Association )*** |
| Ouarzazate | Chambers of Commerce, Industry and Services | Consulting | Information Systems Training Workshops |
| Casa | Cultural and Languages | Consulting | Information Systems Training Workshops |
| Arab Maghreb Union Country | Important Energy group |  | - Restructuring / reengineering / reorganization  - Implementation of an ERP system (Enterprise Resource Planning)  - Development and set up of a pro website |
| Middle East North Africa \_ MENA Country | Government (via the EU (European Union) | Consulting | Development of the ICT sector (Technology & innovation) of the client (a Middle-East Country)  This major Project is structured around the following aspects:  1) Analysis of the public and private sectors of technological R & D and innovation, with emphasis on strengths and weaknesses, by mapping key institutions in the field.  2) Evaluation of the country’s new strategy and the 2005-2010 action plan in the field of Technological R & D and innovation,  3) Recommendations on the use of academic models for the operationalization of the expected results of RTDI in the business world, as well as on international best practice standards.  4) Detailed assessment of the country’s RTDI needs in booth the public and private sectors |
| Casa | Consulting + Web Site | Consulting | Development and set up of a professional website + training. |
| Zagora |  |  | Helped in the launching of a small basic/primary education school aiming at schooling the young girls in remote areas of Morocco |

Etc.

**Awards**

- U.S. Government, Department of State (USAID) merit Scholarship for Higher Education

- President George Bush Sr. (White House) greeting & congratulations for participating in the Mid-Winter Community Seminar held in Santa Anna, Orange County, California.

- Higher education merit Scholarship

- High School education merit Scholarship

- Elementary School merit Scholarship

*Well traveled and perfectly at ease in diverse cultures such as American Francophone Arab Hispanic and Asian*