

# Naïma Mouali

## Profile

I am a multilingual and flexible professional in audit and designing organizations for supporting SMEs in global trade projects with diversity competence. I have acquired a variety of technical, analytical, and soft skills particularly in business, ICT, quality assurance and finance.

I developed [the New Morocco investment portfolio](#) between 2001 and 2021. I have produced audits of the bilateral Belgium-Morocco cooperation agreement and I developed [a resource library for the international institutions](#) in which you will find all the reports.

## Current Employment

I am a self-employed professional, currently developing multi-dimensional incubators and innovation centers for the airports, the airlines geared on the local and the international tourism and hospitality sectors, transport and postal services, telecommunications, clean and renewable energy. [View my progress in developing diversity competence and globalization](#).

## Professional Experience and Key Competencies

**ICT Research** As an **ICT Projects director**, I conducted the start-up of world wide research report projects in the field of telecommunication and information technology for the Bourget International Group, **from December 2002 until August 2003**. My role was to found partnerships between publishers and authors. For example, I conducted negotiations between Bourget and ETIS (European Telecommunications Information Services).

**IT Quality Management** **Project Leader** in ISO certification of project management procedures for software development and IT consulting at Ariane II, **from July 2001 till May 2002**. Performed organizational audits, functional analysis, and synchronization of core business strategies with the organizational processes. Defined a standard internal project management methodology for new software developments and maintenance. Implemented a quality management system to deploy and maintain an ISO 9001 v.2000 certification. Revised the IT business process and trained personnel in quality consciousness, as well as the use of new standards and reporting tools.

**Project/Program Management Skills** **Planning Expert** in the IT Program Office of KPN-Orange, Brussels based mobile telecommunication company. Participated in the set up of a project/program office and the introduction of a project culture in the IT department. Responsibilities include defining and implementing business processes and PM procedures, quality assurance, milestone planning of IT projects for new products and services, dependency management, resource planning, progress monitoring and reporting. Also responsible for training new staff in IT network infrastructure and GSM data flow. **(from October 1999 till May 2001)**.

**Project Controller** in the IT department of Deloitte Consulting European Headquarters in Brussels. Responsible for the preparation and update of project plans and progress reporting, budget control and materials purchasing. Experienced with using Microsoft Project 98. **(from October 1998 till September 1999)**.

**Project Controls Administrator** in the Engineering department of Merck & Co (pharmaceuticals) **from 1993 until 1996**:

- Responsible for the maintenance and update of a US-controlled Oracle based database and progress status reporting system for the major European construction of chemical plants and process automation projects of over \$ 50 MM USD.
- Provided project support to 16 chemical and technical engineers and to the Budget Controls Manager.
- Responsible for tracking construction progress and expenditures for Merck pharmaceutical factories, warehouses, laboratories and office facilities.

# Naïma Mouali

- Served as a Site Engineering PC Support and guided engineers in the use of in-house project management tools.

## Information Technology

### Technical Skills

**Client-Server Administration:** Specialized in Microsoft Windows NT 4.0 server implementation and administration. Trained by Siemens Nixdorf in '97.

**Technical Support:** Troubleshooting of network problems in LAN and WAN environments. Experienced in PC configuration and software installation. Also skilled in virtual memory maintenance and backup. Worked in a helpdesk function at Deloitte Consulting Practitioner Support Center (1998-1999).

**Database Management:** Good knowledge in database development on Microsoft Access 97. Also experienced in Lotus Notes.

**Other IT Skills:** Specialized in advanced features of the full Microsoft Office 2013 and older, including Microsoft Project and Publisher. Skilled in Dos and in authoring of web sites in HTML. Mastering Windows NT, Windows XP, Vista and 7 and 8. Trained in Assembler, COBOL and Basic. Proficient in Visual Basic 6.0 and SQL.

### GSM Technology

One of my responsibilities at KPN-Orange (mobile telecom operator) was reporting and transforming technical information into comprehensive material for non-technical staff. To achieve that, I developed a very good general knowledge in the call data flow within the GSM Infrastructure and the IT systems covering CRM, billing, collection, data warehouse, finance/logistics and distribution, and Fraud systems. A similar responsibility was to prepare comprehensive material on future telecom strategies like UMTS and IN platforms.

### Coaching Skills

#### **Software Instructor**

- At Twin Disc International I trained and coached employees in the design of logical databases (**from November 1997 to January 1998**). This includes building user-friendly data entry forms, macro programming, performing queries, database extraction, linking, import of external databases, embedding objects, producing reports and more.
- Functioned as a software instructor for Bear Support LTD, a PC support company based in Coventry – London (UK) in 1996. Prepared and presented computer training sessions in the Microsoft Office suite for various international enterprises, associations and private individuals (a/o East-Midlands Liaison Office, The Belgian Red Cross, Guinness Plc.-United Distillers).

## Business Competence

### Management Skills

#### **Communication**

To compliment my practical abilities, I continuously work on improving the quality of interpersonal relations. Therefore, I am as conscientious in interacting with people as I am in my executive activities. My people skills have been valuable in maintaining client contacts, stimulating performance and raising team spirit.

#### **Public Relation**

My PR and linguistic skills helped me write and edit business proposals, annual reports, presentations, speeches, invitations, business letters and press releases. These were my main activities at Grant Thornton European Community Office in 1989 and at the Association of European Airlines in 1990.

All my previous work experience in PR, sales, marketing and communication, served me in closing the 'culture gap' between IT staff and the rest of the company, in my role as a member of the Orange Program Support Office.

# Naïma Mouali

## **Customer Orientation**

I was appreciated as a very customer-friendly sales person. My attitude has proven effective when I was employed as an Account Executive's assistant with McCann & Erickson in 1990. I was responsible for the sales of human resource advertising and publicity business development. This includes considerable voice contact with large companies, negotiation of price, dimension, design, copy writing and period of publication in newspapers and magazines. I traded an average of 2,5 M BF of advertisements per day. My publicity and marketing talent was also appreciated at Philip Morris Belgium in 1993 and at Reebok in 1997.

## **Group Facilitation**

At KPN-Orange I facilitate the Project Office meetings. I tactfully guaranteed the participation of all the stakeholders, and I use the group's dynamic for problem solving.

## **Enterprise Organization**

Coordinated the general administration of various international companies. Designed and equipped efficient secretarial workstations, with specific techniques to enhance the workflow and the process of communications. Managed the start-up of offices (Sabena World Airlines-1990, the merger with KLM, BA and Sabena), and departmental expansions (Theatre de la Monnaie-1990, Procter and Gamble ETC, Materials Purchasing Dept.-1991). My multi-linguistic skills have contributed to a thorough understanding of the needs of local and foreign staff.

## **Language Skills**

**English** (fluent), **French** (near native fluency), **Dutch** (language of education), **Spanish** (advanced knowledge), **Arabic** (mother tongue)

## **Education**

Royal Athenaeum n°1	Antwerp	1979-1984
KVH, School for Translators	Antwerp	1984-1986
VUB, Communication Sciences	Brussels	1986-1988
Ecole de Lil, Office Management	Brussels	1988-1989
Eurodata, Computer Sciences	Brussels	1989-1990
Tammouz, Center for Middle East studies Arab Arts and Literature	Brussels	1991-1996
School of Philosophy, division of the London School of Economic Sciences	Brussels	1993-1996

## **Professional Training**

Management Center Europe	Negotiate to Win	29/05/1995
Merck in-company training	The Organized Manager	31/06/1995
	Principle Centered Leadership (S. Covey)	25/01/1996
	Priority Management Systems	29/01/1996
Academy for Leadership Skills Development	Technology of Participation	9+10/05/97
The Institute of Cultural Affairs	Lifestyle Simplification Laboratory	18/10/97
Siemens-Nixdorf	Microsoft Windows NT 4.0 Server Administration, Technical Support and Core Technology Course	Dec 1997 Jan 1998
Communications Center International	Project Management	May 1999
ABT Corporation	Project Leadership Training	Nov 1999

## **The circumstances that shaped my profile**

## Naïma Mouali

My preference has always been to work in multi-cultural environments. I have purposely chosen to work in a number of different positions in order to develop flexibility and to gain a general overview of business and technology. Between 1989 and now, I have successfully completed assignments within the following prestigious international firms: **Grant Thornton European Community Office, Eurocard, Sabena, McCann & Erickson, ICI (Imperial Chemicals Industries), ITT World Directories, KPMG Peat Marwick, Eli-Lilly, Coca-Cola, Honeywell, Reebok Belgium, Merck & Co, Procter & Gamble, Deloitte & Touche, and KPN-Orange.** They provided me with the most significant experiences. (See chronological resume for more details).

### CHRONOLOGICAL CV ON REQUEST

*This CV may not be disclosed to a third party without my consent.*