

Zineb DADOUN

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EDUCATION

ESSEC BUSINESS SCHOOL

Top-ranked international business school, AACSB and EQUIS accredited

- Grande Ecole program – Master of Science in Management

Paris - Singapore

2013 – 2017

Preparatory class Intégrale

Two-year program of intensive courses to prepare for the entrance exams to the top French Business Schools

Paris

2011 – 2013

PROFESSIONAL EXPERIENCE

LinkedIn

Dubai

Customer Success Manager

Jan. 2024 – July 2024

- Onboarded and nurtured a portfolio of 100+ client accounts, delivering tailored training and support.
- Built trusted client relationships, conducting regular business reviews, and proactively addressing escalations.
- Monitored customer health metrics and collaborated with Sales and Product teams on upsell strategies.

Strategy&

Casablanca - Dubai

Senior Consultant

3 years | Feb. 2021 – Dec. 2023

Strategy consultant with 15+ cross-sector projects across the Middle East and Africa. Delivered high-impact solutions to C-suite clients, combining analytical rigor, stakeholder engagement, and program execution.

A few of the projects I have worked on:

- Designed and led a Capability Building program for a top-tier Saudi conglomerate, aligning talent strategy with business priorities. Defined skill matrices, scorecards, and learning journeys across 3 strategic business units (M&A, Corporate Development, IMO). Oversaw vendor selection and managed end-to-end implementation, impacting over 150 professionals.
- Developed an Export Growth Program for a UAE government entity, delivering a national roadmap to enhance SME internationalization and boost non-oil trade contributions.
- Activated a heritage development strategy for a Saudi cultural institution, driving restoration and economic revitalization of a key historic route through stakeholder engagement and strategic planning.
- Supported inorganic growth strategy in East and Southern Africa for a European banking group, evaluating market potential and deal synergies.
- Conducted strategic due diligence for a global K12 education provider, assessing market dynamics, financial performance, and growth levers.
- Restructured outsourcing model for a Moroccan mining leader, identifying cost-saving opportunities and operating model efficiencies.
- Led carve-out vendor due diligence for GMS spin-off across PwC territories, coordinating data rooms, separation planning, and value articulation.
- Facilitated C-level workshops and cross-functional alignment, building consensus among stakeholders and ensuring strategic recommendations were actionable and adopted.
- Mentored junior consultants, managed day-to-day delivery on multiple workstreams, and contributed to business development and proposal writing.

Attijariwafa Bank

Casablanca

Project manager

1+ year | Jan. 2020 – Jan. 2020

- Defined and implemented a retail banking growth strategy for an African subsidiary, contributing to market penetration and customer acquisition.
- Led the PMO for strategic roadmap execution, managing progress tracking, risk mitigation, and weekly reporting to senior executives.
- Co-developed new banking products, including digital and physical offerings, and oversaw training rollout to front-office and support staff.
- Facilitated collaboration between headquarters and local teams to ensure alignment across commercial, product, and tech functions.

Family Business

Casablanca

Business developer

1+ years | Sept. 2018 – Dec. 2019

- Designed and launched a new product line, securing MAD 2.5M in government subsidy to support production scale-up.
- Built and implemented internal performance dashboards and KPI tracking systems to enhance financial visibility and decision-making.
- Digitized and streamlined operations across merchandising, logistics, and marketing, boosting operational efficiency.
- Structured a 500+ product database, enabling better stock management and product positioning strategies.