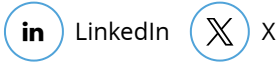


Ahmed HADJAR

Customer
Experience
Director - Head of
CSM & Loyalty



With more than 16 years of experience in consulting firms, digital agencies and SAAS companies, between Customer Experience and customer relationship projects, I have been able to implement strategic and operational projects at several levels: smoother customer journeys, more facilitated, digital implementations allowing more interactions but above all an optimized customer relationship and ensuring an obvious ROI. Today, I'm open to writing the next chapter of customer experience at your company.

43 years old
📍 Montreuil (93100) France

✉ ahmed.hadjar@gmail.com
☎ 0621930628
📧 ahmed.hadjar

EXPERIENCES

Partner Sales Manager MENA

Messaging Me - Since March 2024

Development of our solutions in the MENA region (UAE, KSA,...). Support in the integration of Messaging at each stage of the customer journey: discovery, consideration, purchase, care or re-engagement.

Professional speaker

ESCE Paris - May 2023 to June 2023

Intervention with Master degree's students on new trends in Digital Marketing

CEO & Founder

iThiink - Since February 2017

iThiink is a consulting company specialized in Customer & User Experience, Communication & Web solutions. We are rethinking the offer of Services with an integration of different skills to best meet the needs of our customers.

www.ithiink.com

Customer Experience & Account Management Director

Smart Tribune - March 2021 to March 2023

Management of a CSM and Accounts managers team (9 talents)

Delivery follow-up: planning, organization and monitoring of digital projects (FAQ, Push, Knowledge, BOT)

Loyalty follow-up: planning, organization, implementation and monitoring of loyalty actions
Upsell & Xsell development: implementation of actions to develop average turnover per customer

Design and development of a new consulting offer => implementation of a Smart Workshop offer as well as monitoring of all consulting work (Advice, workshops, etc.)

Recruitment and Talent acquisition => recruitment of 6 talents (selection, interview, etc.)

www.Smart-Tribune.com

Senior Digital Consultant

TSC - March 2017 to June 2019 - Full-time - Paris - France

- ▶ Commercial & Consulting: Commercial development of a portfolio of customers with proposal of innovative solutions following phases of diagnosis and analysis of needs: management of 2.5 million euros turnover.
- ▶ Project management and monitoring: supervision of the project team with multiple profiles.
- ▶ Branding and image of the agency: with participation in various and major events (Vivatech, HubForum, ...) and participation in continuous innovation efforts.
- ▶ Obtaining trophies for managed client accounts: Chatbot AI ATONSERVIX (Parc Astérix) : Golden TOP COM / 1st Prize in The Golden Mobiles / One of the 8 best AI Chatbots in Europe at the ECCCSA.

Account Manager

gnresearch France - July 2011 to January 2017 - Full-time - Montreuil - France

- ▶ Business development: in B2B and B2C with a portfolio of large accounts and SMEs in various sectors.
- ▶ Marketing research : Project management of qualitative and quantitative studies oriented customer experience, satisfaction and ROI.
- ▶ Accompaniment and decision support for several marketing departments, customer relations on customer experience and / or change management issues.
- ▶ R&D: Customer effort theory (Introduction in France since 2008 / privileged interlocutor internally and externally).
- ▶ Working group facilitation with customers (workshop establishment and support of market research and internal audit).
- ▶ Mission - Internal Auditor & Process Driver (Since January 2013)
Internal audit in the framework of ISO 9001 certification 2008 Version obtained and renewed by gnresearch France.

Marketing Research Analyst

gnresearch France - March 2008 to June 2011 - Full-time - Montreuil - France

- ▶ Market research : Questionnaires / field support and management (Online, Phone, Panel ...) / analysis and data processing / results presentation and workshop.
- ▶ Project management: implementation of large systems in France, in Europe and in nearly 50 countries.
- ▶ Customer Support Manager in drafting business proposals.

Marketing Research Analyst

Ipsos observer - April 2007 to October 2007 - Internship - Paris - France

Market research: Participation in the development and management of different studies within the Business Unit Omnibus.

Marketing Research Assistant

ATM Mobilis - January 2005 to June 2005 - Internship - Constantine - Algeria

Participation in the development of an overall marketing strategy for the incumbent operator ATM Mobilis.

SKILLS

Languages

- ▶ English (Fluent)
- ▶ Arabic (Native)
- ▶ French (Native)



Marketing

- ▶ Customer Experience Management - Customer Journey
- ▶ Market Research
- ▶ High-Tech IT
- ▶ Data Mining
- ▶ Quantitative Research
- ▶ Segmentation
- ▶ Customer Relations
- ▶ Digital Marketing
- ▶ Social Media Management



Commercial

Propositions commerciales



Community management & webdesign

- ▶ Community management
- ▶ Webdesign & website creation



Marketing communication

- ▶ External communication
- ▶ Networking



EDUCATION

Professional Master : Market research and marketing decision making

IEMN - IAE OF NANTES

September 2006 to September 2007

Obtained with honors - This master is one of three masters of its kind in France with that of the IAE Grenoble and Political Sciences in Paris.

Master 1 : Management

IEMN - IAE OF NANTES

September 2005 to 2006

Obtained with honors.

Bachelors in Commerce - Marketing Option

UMC

September 2001 to June 2005

Obtained with honors.

INTERESTS

Reading & marketing intelligence

News / Marketing trends.

Traveling

Always exploring new destinations.

Sports

Swimming / Running / Gym.