

Siham EL FAKIR

Saint Cloud, France - French citizenship

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Business Transformation & HR Management Professional

Talent Management
Human Resources
Project Management
Marketing strategy & operations
Internal & external communication

Diversity & Inclusion
Change Management
Coaching
Innovation/Renovation

Degrees: **MBA HR Management in International Companies, ENS**

Languages: French, English & Arabic

Technologies: Excel, PPT, Word, SAP, Taleo, LinkedIn

Industries: Banking, Oil & Gas, Energy, Consumer Goods

WORK EXPERIENCE

Coach – Facilitator – Founder, SELFCO, Paris

since January 2020

- Teach a leadership two-day program developed at Google: Search Inside Yourself (SIY) to develop emotional intelligence, performance, and leadership.
- Facilitated four seminars virtually and one in-person to diverse audiences: NGO, Tech, Healthcare professionals, reaching more than 100 people from Rwanda, France, Ireland, Morocco.
- Developed and facilitated a powerful women leadership program & retreat gathering in Marrakech, 16 high corporate leaders & social entrepreneurs.

HRBP & Talent Manager, Schneider Electric, Paris

2018 – 2019

- Served as Talent Manager for Procurement, 1500 headcounts and Talent Operations Manager for Energy Management Business, 16000 headcounts
- Served as the business partner to 3 SVP and more than 30 VP on a global perimeter of 350 headcounts based across 14 countries.
- Designed and deployed a successful leadership program targeting women, rolled out globally as part of Diversity & Inclusion initiatives.
- Facilitated the leadership women program in person reaching 100 women.
- Led “competencies of the future” projects, 1500 headcounts, with business domain owners to embrace digital technologies and optimize the global footprint.
- Developed and deployed, using strong coaching skills, new successful HR transformation programs: team effectiveness for three different teams leading to better collaboration and new manager assimilation workshop for an SVP taking over a new group.

Certified coach, CPCC, ACC, SELFCO, Istanbul & Paris **2016 – 2018**

- Coach individuals from different cultures & backgrounds + 100 coaching hours

Senior Brand Manager & Innovation Champion, Nestlé, Casablanca **2009 – 2013**

- Business Management: Turned around the category business after 2 years of decline, resuming +15% growth and reaching highest market share, while improving profitability.
- Consumer Communication: Developed and executed along with the creative and communication agencies the brand and communication strategy.
- Innovation / Renovation: Developed, validated and launched new product concepts, including consumer validation, technical feasibility, regulatory input, preliminary financials.

Brand Manager, Akwa Group, Casablanca **2004 – 2009**

- Successfully launched new lubricants brands Afriquia Qualix and Afriquia Mega through main intervention in the areas of the product, packaging, distribution.
- Training and recruitment: development and implementation of an innovative training concept, training tools and videos, launch events, participation in recruitment of the marketing and communication team, recruitment of hostesses.

EDUCATION

MBA HR Management in International Companies, Ecole Normale Supérieure, Paris **2018**

Master Communication Management, Collège Polytechnique, Casablanca, **2004**

Master Marketing services, IAE, Toulouse **2001**

Bachelor in Marketing, Ecole Nationale de Commerce et Gestion, Settat **2000**

ADDITIONAL EXPERIENCE

➤ **Certifications**

Search Inside Yourself, Leadership development program **2020**

Intercultural coaching, Cultural Orientation Framework **2019**

Organizational and Relationship Systemic Coaching **2019**

Co-active Coaching, The Coaches Training Institute **2017**

➤ **Unrelated Work Experience**

Mindfulness Facilitator **Ongoing**

Project Manager, Moroccan Pavilion Universal Expo Milan **2014**

Press Manager, Timitar Music Festival **2005 – 2008**