**Hicham EL BACHA**

**Senior Sales Product Engineer (Native French Arabic Speaking)**

**(Software / IOT / Mobility/ BI)**

**Over 10 years’ experience**

Flat 74, Hartleys Apartments,

Perceval Sqaure, College Road

Harrow

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[hicham.elbacha@outlook.com](mailto:hicham.elbacha@outlook.com)

Date of birth: 29 01 1984

French Nationality /Driving License

**Strengths**

Strong Customer Facing... Team Builder... Research & Strategic ... Problem Solver...

Familiar with Pharmaceutical, Public, Financial & Industry sector

**PROFESSIONAL EXPERIENCE**

**Tracelink – United Kingdom 2018 to present**

Tracelink is technology Company and a global player in delivering enterprise software solutions and services to the Pharmaceutical and supply-chain industries. The company provides Track & Trace software for serialization in the life science market area.

**Solution / Technical Consultant French / Middle East Market**

**My customers include MAH’s, and CMO’s like : Biocodex, Cenexi, Galien/Macors, Laboratoire CCD, SMB, Laphal, …**

* Design and document business processes to identify the appropriate configuration, integration points and event triggers.
* Reference point to the client to translate business workflows in technical configuration.
* Configuration of Cloud-based solutions (serialization, track and trace) for clients in the Pharma industry.
* Write technical design documents where required.
* Review, create, edit and test customer interfaces in various formats (CSV, XML, etc.).
* Support user testing activities such as troubleshooting, reading error messages and ensuring the expected results are delivered.
* Provide subject matter expertise on how global government regulations impact the configurations.
* Product demonstration and master data management.
* Working on a pilot project (reporting integration with our solution)

**Zebra Technologies –- United Kingdom 2017 to 2018**

Zebra Technologies manufactures and sells marking, tracking and [computer printing](https://en.wikipedia.org/wiki/Printer_(computing)) technologies. Its products include thermal [barcode](https://en.wikipedia.org/wiki/Barcode) label and receipt printers, RFID smart label printers/encoders/fixed & handheld readers/antennas, and card and kiosk printers that are used for barcode labeling, personal identification and specialty printing principally in the manufacturing supply chain, retail, healthcare and government sectors

**System Engineer United Kingdom Market**

* Working with the sales teams, professional services consultants, project managers, solution architects and the customer to ensure a service is delivered successfully, on time, in scope and within budget
* Providing technical consultancy and advise on the services to other teams and 3rd parties
* Working with the PMO team to deliver multiple services as part of a total solution
* Liaising with the customer and partner to plan the service
* Implementing configuration, build and staging services
* Execute seamless implementation of technical workshops and training
* Working with other teams and 3rd parties to ensure successful testing of implementation and changes to systems
* Creating technical reports and documents where required
* Provide total visibility to other departments of each customer project
* Support for Pilots, POCs and Go Live implementations

**VM Ware Air Watch –- United Kingdom 2015 – 2017**

VMware AirWatch is a global provider and innovator of enterprise-grade smartphone security and enterprise mobility solutions. VMware AirWatch secures, monitors, manages and supports an enterprise's entire multi-platform fleet of mobile devices with vision and dedication

**Pre-Sales / Professional services / Technical Trainer EMEA Market**

I have achieved the Enterprise Mobility Associate, Professional, Expert and sales professional certifications.

* Successfully delivers Proof of Concept evaluations to implement software to demonstrate the ability to meet client objectives on premise and in the cloud, also optionally employing hybrid deployment options
* Work with Product Managers and other relevant business constituents to ensure a rapid and successful evolution of the product portfolio
* Managed several implementation projects around EMEA
* Arranged implementation kick-off calls to discuss the deployment scenarios
* Lead installations and configurations including Web based AirWatch MDM applications an Install and Configure additional AirWatch solutions e.g. MAG, SEG, ACC and integrating with corporate resources e.g. AD, SMTP, Exchange ActiveSync, Database servers
* Consultancy for new and existing customers
* Delivering the AirWatch bootcamp training for central BANK of THE UAE, Qatar Gas, Kuwait Air Force, Redington Golf and other Middle East Partner…
* Delivering and optimizing core curriculum and augment instruction with hands-on activities in classroom and remote delivery models.
* Working closely with Technical Instructional Designers and other key stakeholders to prepare for new product releases and assessment materials.
* Maintaining all sales cycle activities within the Salesforce.com
* I'm responsible for the implementation and ongoing delivery of AirWatch’s global training program.
* In addition to technical training, i work closely with our curriculum development team to design and implement new training content for partners, customers and internal employees.

This includes all parts of the AirWatch certification process. Travelling across EMEA to customer sites and AirWatch connect events running practical and theory sessions.

**GFI INFORMATIQUE GROUP – France - 2006 – to 2015**

*GFI Informatique is an international IT service group employing over 10,000 people which provides its customers with expertise in consulting, systems integration, out sourcing and software solutions.*

**Software Branch (112 M€ turnover) 2010 to 2015**

**Specialized in Public Sector**

* Implementation and Configuration SAP BO XI: CMC, InfoView, Desginer
* Migration (Univers, Report) from Business Object 6.5 to SAP BO XI 3.1
* Designed dashboards, and multi reports for use in lab exercises.
* Implementing software solutions (n-tiers Architecture) in Finance and Human Resource all around France and The French Overseas Departments and Territories
* Involved in the deployment and after-sales parts: customers support in relation with any technical exploitation issues on the different software solutions (finance, accounting, HR, etc.)
* Resolved production problems
* Managing communication with the customer
* Coordinating with multiple teams at clients' site for implementing new processes
* Installed and configured DBMS (Oracle, MYSQL) software various platforms.
* Scheduling jobs for Start / Stop, Import / Export via **SQL-Scripts** the Database
* Provided diagnostics utilising SQL and PLSQL procedures.
* Good Experience with paperless and electronic signing system
* Training of new or expert user to use SAP BO XI and different other products
* Installation, maintenance, update and support of all applications, systems and communications software
* Assisting clients in upgrading existing system

**Production Branch (160M€ , 2500 Employee)**

**Project Renault / Nissan 2006 to 2008**

* IT Technical support and management on more than 6 000 network equipment (Router, Cisco, switch)
* Support tickets in association with worldwide operators (C&W, AT&T and OBS)
* Monitoring Renault Nissan network via HP OPEN VIEW
* Analysis and troubleshooting during work hours and night call service with online link to the Level 2 Control Center outsourced in all over the World
* Documentation and operating procedures management
* Follow up on any issues after diagnostic with Renault support divisions

**TRAINING**

2017 **SOTI Expert certification**

2015 **VMWare** **Airwatch Expert Certification**

2012 **SAP Business Objects Certification**

At ORSYS Formation Center

2011 **Windows 2008 R2 Certification**

At Oxiane Formation center, 92100 Boulogne, France

2010 **Oracle 10g, Administration Certification**

At ORSYS Formation Center

**EDUCATION**

2007 to 2010 **Master and Engineering diploma**

At University of Évry Val d'Essonne, 91000 Évry, France

2006 to 2007 **Two-year technical degree in data networks and electrical**

**Certification**

At IUT Évry Cours Monseigneur Roméro, 91000 Évry, France

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**LANGUAGES and SKILLS**

**French** Native

**Arabic** Native

**English** Full professional proficiency

**Business Intelligence** Business Obejct, SAP BI

**DBMS** Oracle 10g & 11g, MYSQL , SQL Server

**OS** Windows 2003 server / 2008 R2, Linux RED HAT 5.4

**Virtualization** VM-Ware, Hyper-V

**Protocols & Technologies**  Internet, IP, TCP, Ethernet, VPN, SNMP

**WEB SERVER** Tomcat, Jboss, Apache,

**Monitoring tools**   HP OpenView, Info Vista, Concord, Smart,

**Programming language** C/C++, JAVA,

**Networks** LAN, WAN

**Office Softwares Application** MS Office 2003/2007/2010, Lotus notes

**Reporting softwares** ARS Remedy, Peregrine System (Chipre), HEAT, Customer First , Zen Desk , Jira

**Sales Forces**

**HOBBIES**

Travels

Canada, Germany, Italia, Morocco, Netherlands, Spain, UK, USA, JAPAN, UAE, Qatar, Kuwait Russia, South Africa, Jordan, Egypt…

Horse-riding, swimming, tennis.

References on demand