Marouan ISMAILI

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FP&A Specialist / Sr Controller / Data analyst (EN)

—————————————— Summary ——————————————
Born in 1982, Meknes, Morocco

As a Senior FP&A Specialist, I have more than a decade of experience in both retail/supercenters as well as my current journey in heavy construction equipment industry at SMT Africa (Morocco subsidary), self-oriented with a high ability to plan-organize and a business partner able to interact with different associates (employees, managers and executives).
Regarding to data analysis, I developed throughout my experience the capacity to handle and analyze large sets of data using ETL process, passionate about developing financial models, useful and automated reports and dashboards, detail-oriented with exceptional instincts of continuous improvement. My main purpose is to enlarge my knowledge and skills by adding an English-speaking environment career to my assets.

—————————————— Skills Highlights——————————————

- Controlling & business analysis
- Supervising accounting transactions
- Budgeting & Forecasting

- Power BI/Tableau reports developer
- ETL data process (extract-transform-load)
- Financial modeling

—————————————— Experience ——————————————

06/2020 ⚪ **Country FP&A/Controller**│ **SMT Africa (***Belgium***), Morocco subsidiary** (Heavy machinery & services) │**Casablanca, Morocco**
To date

BI duties
- Oversaw data collection and consolidation for reporting; Design and build dashboards used to monitor performance metrics
- Developing Power BI reports from scratch / Projects: After sales Analytics – Machinery Analytics - CFO Dashboard
- Supporting managers by providing various automatic tools for daily actions (using MS Excel : Powe query, Powe pivot…)
- HQ Business Intelligence team member (working as an internal consultant on improving several automatic reports)

Controlling duties
- Overseeing daily accounting transactions / Monthly end closing process
- P&L and business review updates/analysis
- Budgeting and forecasting (budgets and rolling forecasts)
- Monthly meetings with managers and executives (Subsidiary and headquarters)

05/2020 ⚪ **Reporting Group Controller** │ **Marjane Holding (***Morocco***), Headquarters** (Retail/Supercenters) │**Casablanca, Morocco**
02/2018

- Participate in the Monthly end-closing process with corporate accounting managers
- Create and distribute standard reports and KPI (Business activity, P&L, OPEX report, death stock …)
- Ensure the "Budget planning calendar" (stores, warehouse, headquarters…)
- Budgets/forecasts hypothesis consolidation; functional three years strategic business plan
- Recruit, organize, train and manage staff (newcomers _controllers)
- Support stores controllers throughout the big events such as monthly closing, budgeting process and inventories
- Support IT managers in systems improvement

01/2018 ⚪ **Store Financial Controller** │ **Marjane Holding (***Morocco***), Stores** (Retail/Supercenters) │ **Taza & Mohammedia, Morocco**
06/2014

- Budgeting process. (Assembly, Shuttles, corrections, monitoring and control)
- Fresh food section monthly inventories monitor and pilot of the global store's inventories
- Margin calculation of the production and processing food sections
- Monthly activity and business report upload to headquarters
- Animation of management board meetings

05/2014 ⚪ **Business analyst** │ **Biougnach Group (***Morocco***), Headquarters** (Retail/Consumer Electronics) │ **Meknès-Morocco**
09/2010

- Budget/Forecast arrangements, Dashboards design and variance analysis
- Detailed sales analysis (Brand, supplier, category, department, product's family, etc.)
- Business reports /Monthly board meeting
- Implementation of a new cost accounting system and monitor the company's variable costs
- Stores profitability analysis

—————————————— Education ——————————————

2012 _ Master degree « Finance »	│ School of Business & management _ESCEM	│ Tours (France).
2010 _ Master degree « Finance »	│ School of Business and IT _ HECI	│ Casablanca (Morocco).
2008 _ Bachelor « Business administration »	│ School of Business and IT _ HECI	│ Casablanca/Meknes (Morocco).

——————IT Tools—————— ——————Languages——————

- Pack MS Office / Power BI - Power Quey – Power pivot
- Microsoft dynamics
- IBM Cognos
- Agresso Finance / Gold Retail

- English   : Advanced
- French   : Fluent
- Arabic & Darija (Morocco) : Fluent