

Marouan ISMAILI

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Data-Driven FP&A specialist | Sr Controller | AI Passionate



Summary

As a seasoned FP&A Specialist with over ten years in retail and the heavy construction equipment sectors, I possess a keen aptitude for strategic planning and collaboration across all levels of an organization. My expertise extends to data analysis, where I excel in managing and interpreting large datasets via ETL processes. I am deeply committed to crafting financial models, insightful automated reports, and dashboards, underscored by a meticulous focus on continual enhancement. Eager to evolve, I am actively learning and exploring the applications of AI and predictive analytics within my field. My primary ambition is to broaden my skill set and knowledge within an English-speaking professional milieu, enriching my career 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 : Power query, Power 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** | **Biognach 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 _ECEM	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)

Technology Skills

Data Analysis and BI

- Power [BI, Query and Pivot], MS Excel
- IBM Cognos, IBM Planning Analytics
- Azure studio
- Tableau (Learning Goal)

Programming

- M Code
- DAX
- SQL (Intermediate)
- Python (Learning Goal)

ERP System Knowledge

- MS Dynamics
- Agresso Finance
- Gold Retail
- SAP (Learning Goal)

Web & Design

- Word Press
- Elementor
- Canva Pro

Spoken Languages

English	Arabic (Darja)	French
Advanced	Fluent	Fluent