

# YOUSSRA EL JADI

## Regional Sales Manager | APAC

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Moroccan based in Singapore/ **LTVP holder** (spouse of a Singapore Citizen)



### EXPERIENCE

#### Regional Manager/ Telecom company

INWI Oct 2022 – Sept 2025 Casablanca, Morocco



- Oversee operations across **10 stores in 4 different** cities and managing a team of **38 (10 Store Managers, 28 Salesperson)**
- Transform **9 out of 10 stores** through cultural, mindset and physical revamp, shifting teams to a customer first, digitally focused approach and expand the region by opening **4 new stores** with timely delivery
- Drive sales growth and profitability through strategic collaboration with store managers and monitor KPIs to meet the targets **+13% in 2023**.
- Recruit, train, and develop staff resulting in internal promotions and reduced turnover by **20%**
- Provide weekly and monthly performance reports to senior management to develop and implement the weekly or monthly action plan
- Ensure inventory optimization and compliance with company policies (8 stores out of 10 with **zero inventory discrepancy for 2024**) and manage all the operational store activities.

#### Projects and Operation Manager/ Telecom company

INWI Dec 2020 – Oct 2022 Casablanca, Morocco

- Coordinate operations across **43 stores** nationwide, working with regional managers and cross-functional teams
- Develop and execute project plans for store openings, process improvements, and national initiatives, total of **10 stores** openings
- Manage internal and external projects including supplier coordination and resource planning
- Prepare and lead weekly/monthly sales review meetings with the director in order to put the action plans
- Assist in annual budget planning and performance tracking
- Document and roll out new operational processes to improve efficiency

#### Retail Coordinator/ Retail Fast Fashion company

MARWA Sept 2017 – Dec 2020 Casablanca, Morocco



- Maintain sales presentation materials across **70 stores**
- Collaborate with marketing, design, purchasing, and finance teams to optimize sales
- Support the Director of Retail in setting annual wholesale budgets and sales targets
- Oversee store maintenance and ensure operational needs are met
- Manage item maintenance and price changes during sales periods
- Coordinate orders and preparations for new store openings (furniture, materials, staffing, etc.) overseas and in Morocco (**20 new in total**)

#### Purchasing Agent/ ecommerce company

Coucou app Tunisia Jun 2017 – Sept 2017 Tunis, Tunisia

#### Business Development

Mantic Software Corp Tunisia Jan 2017 – Jul 2017 Tunis, Tunisia



### PROFESSIONAL PROFILE

#### Experienced Regional Manager | Operations

Currently based in Singapore and eager to apply my regional leadership and operational strategy skills in Southeast Asia's APAC dynamic retail & telecom environment.

Results driven Regional Manager with 8+ years of progressive leadership in retail and telecom across North Africa. Proven track record in multi-store operations, team development, and sales growth. Expert in transforming underperforming regions, launching new markets, and driving operational excellence. Passionate about cross-cultural leadership and sustainable market expansion.

**Key Skills:** \*Telecom retail operations • multi-store management • Store & cultural transformation

\* Change & crisis management • Talent development & coaching • HR team leadership • Data-driven decision-making \*SaaS • Sales • Negotiation • business development

**Tools & Software:** Salesforce CRM, Microsoft Excel (Advanced), Power BI, Oracle Retail, Cegid, SAP (Basic), Google Workspace



### ACHIEVEMENTS

- ♥ Top Regional Manager 2023 – exceeded targets by 13%
- ♥ Awarded Best Teammate (2020-2025)
- ♥ Opened **4 stores in 3 months** with zero delays
- ♥ Transformed **9/10 stores** (in 9 months) +25% customer satisfaction
- ♥ Cut operational costs by **15%** in 2024
- ♥ Mentored **7 team members** into leadership roles
- ♥ Boosted regional sales by **18% YoY**
- ♥ Achieved highest team engagement score **2 years in a row**
- ♥ Reduced staff turnover by **20%** with training program



### LANGUAGES & INTERESTS

- **Arabic & French:** Native
- **English:** Fluent
- **Spanish:** Intermediate
- **Chinese & Malay:** Beginner

#### Interests:

- Playing violin - 20 years
- Volunteering at the National Library Board, Cheng San Community Club, and the Autism Community - Singapore, 2025
- Volunteer work with AIESEC for an orphanage project – Romania, 2016



### EDUCATION

#### National School of Commerce and Management Marrakech

Jan 2015 – Jan 2017

- Master's Degree in Marketing and Commercial Strategy

#### El-Jadida Polydisciplinary

Jan 2014 – Jan 2015

- Professional Bachelor's degree in Marketing & Commercial Management