
Career Profile
Hafedh Ben arab
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BASIC INFORMATION

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| Date of Birth (if legally allowed): | March, 24th 1956 |
| Nationality: | French |

EDUCATION

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|-----------------------|---------------------|
| Degree: | Engineer |
| Major (if any) | Civil Works |
| School: | ESTP (Paris) |
| Year | 1983 |

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| Degree: | Master |
| Major (if any) | Mathematics & Mechanics of Continuous Environment |
| School: | Paris VI and VII |
| Year | 1980 |

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|-----------------------|--------------------|
| Degree: | Bachelor |
| Major (if any) | Mathematics |
| School: | Paris VII |
| Year | 1979 |

LANGUAGES

| | Speaking Skills | Reading Skills | Listening Skills |
|---------------|-----------------|----------------|------------------|
| English | Fluent | Fluent | Fluent |
| French | Fluent | Fluent | Fluent |
| Other: Arabic | Fluent | Fluent | Fluent |

WORK HISTORY

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| Date | 21 st September 2018 to date |
| Position | Consultant and Coach |
| Company | HBADVISOR – AUTO ENTREPRENER – HB TEAM |
| Customers | Eurovia, CHiali, Lafarge Holcim, CISLO, APCCI, ... |

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| Date | 16th February 2018 to 20 September |
| Position | HANISA GROUP Chairman Advisor |
| Location | Abidjan (Côte d'Ivoire) |

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| Date | 1 st January 2016 to 15 th February 2018 |
| Position | Marketing & Business Development Director |
| Date | 1 st September 2016 |
| Position | Organization & Human Resource Director by Interim |
| Date | 1 st February 2016 to 15 th May 2016 |
| Position | Communication Director by Interim |
| Date | March 2016 to February 2018 |
| Position | LBTP Administrator |
| Company | LafargeHolcim Côte d'Ivoire |
| Location | Abidjan |

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|--------------------------|---|
| Date | March 2015 to December 2015 |
| Position | Customer Excellence Coach |
| Company | Holcim Africa & Middle East |
| Location | Paris |
| Main achievements | Within few months: create methodology of coaching towards commercial managers to sustain Sales Drive implementation and help them to enhance commercial team level. Methodology being in line with Holcim Legacy coaching concept. After few months, many Actions Plans already implemented in 8 OpCo's to improve their performances. |

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|--------------------------|--|
| Date | February 2007 to February 2015 |
| Position | Marketing & Sales Manager |
| Company | NCF |
| Location | Abu Dhabi |
| Main achievements | Starting from zero: hire people, train them and implement procedures and mindset with customer excellence as part of it, Capture Market Share with price premium. Make NCF brand as reference in the market for service and innovation. |

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|--------------------------|---|
| From - To (Year) | Mid 2005 to January 2007 |
| Position | Responsible of Missions |
| Company | Holcim Aggregates France & Benelux |
| City (Country) | Paris (France) |
| Main achievements | European recycling study, Marin aggregates study, aggregates prospecting, Co-author of 2 SIM recycling books, participate at the improvement of Foster Yeoman Glensanda coastal quarry marketing strategy |

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| From - to (Year) | 2001 -2005 |
| Position | Manager of Holcim Aggregates Northern France & Belgium |
| Company | Holcim Aggregates France & Benelux |
| City (Country) | Gaurain Ramecroix (Belgium) |
| Main achievements | Merge of France and Belgium organization, create a multi tasks skills, simplify organizations, drive many investments and obtain the required administrative authorizations, increase the authorized capacity, obtaining the close of many old quarries, ... |

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|-------------------------|---|
| From - to (Year) | 2000 -2005 |
| Position | Joint Manager |
| Company | CBP (Holcim & Cemex Affiliate company) |
| City (Country) | LA FERRE (France) |

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|--------------------------|---|
| From - to (Year) | 2000 -2004 |
| Position | General Manager |
| Company | GDD (Holcim & Hanson affiliate company) |
| City (Country) | Dunkirk (France) |
| Main achievements | Close the deal and then stop the company when required |
| From - to (Year) | 2000 -2004 |
| Position | Joint Manager |
| Company | UCC (Holcim & MECAROUTE affiliate company) |
| City (Country) | Nanterre (France) |

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| From - to (Year) | October 2001 -2004 |
| Position | Administrator |
| Companies | LMET (Holcim & APPIA affiliate company) |
| City (Country) | Gaurain Ramecroix (Belgium) |
| Main achievements | Sell share and secure volume for Holcim |

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|-------------------------|---|
| From - to (Year) | October 2002 -2005 |
| Position | Joint Manager |
| Companies | UMN (Holcim & STB affiliate company) |
| City (Country) | Lille (France) |

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| From - to (Year) | October 2002 -2005 |
| Position | Administrator |
| Companies | Recyhoc (a mixed public and private company for recycling) |
| City (Country) | Gaurain Ramecroix (Belgium) |

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|--------------------------|---|
| From - to (Year) | October 2002 -2005 |
| Position | Administrator |
| Companies | SCT (Holcim & Italcementi affiliate company) |
| City (Country) | Gaurain Ramecroix (Belgium) |
| Main achievements | Secure balance between partners |

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| From - to (Year) | October 2000 -2002 |
| Position | Administrator |
| Companies | SORMAT (Holcim & SCREG affiliate company) |
| City (Country) | Plessis Belleville (France) |
| Main achievements | Stop the activity |

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|--------------------------|--|
| From - to (Year) | October 1999 -2001 |
| Position | Manager of ORSA GRANULATS Ile de France |
| Company | ORSA GRANULATS |
| City (Country) | Pantin (France) |
| Main achievements | Simplify the organization, clean old files, obtain new authorizations |

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|--------------------------|---|
| From - to (Year) | October 1991 -1999 |
| Position | Head of Agency |
| Company | VIAFRANCE (Eurovia) |
| City (Country) | Bois d'Arcy (France) |
| Main achievements | <p>Went through many organization changes to adapt to Group and market evolution, Engineers recruitment and training which helped with succession planning within the Group Products and Process innovations Main actor in Large projects (N190, N12, Technocentre of Renaults, ...) Involved with responsibilities in all the professional organizations (FTP, SPRIR, IDF Chamber of Commerce, ...)</p> |

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|-------------------------|-----------------------------|
| From - to (Year) | October 1986 -1991 |
| Position | Head of Sector |
| Company | VIAFRANCE (Eurovia) |
| City (Country) | Bois d'Arcy (France) |

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|-------------------------|-----------------------------|
| From - to (Year) | October 1983 -1986 |
| Position | Engineer |
| Company | VIAFRANCE (Eurovia) |
| City (Country) | Bois d'Arcy (France) |

TRAINING HISTORY

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|-------------------------------------|--|
| Date | July 2020 |
| Training activity (Provider) | WordPress website creation (L'école Française) |

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|-------------------------------------|---|
| Date | October 2017 |
| Training activity (Provider) | LafargeHolcim Commercial Academy by HEC/Paris |

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| Date | July 2017 |
| Training activity (Provider) | Hypnoses Therapy, Technician Level (French institute For Erickson and Humanist Hypnos, Paris). As complement to coaching skills. |

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| Date | 2015 |
| Training activity (Provider) | Brain-based Coaching Certificate (NeuroLeadership Institute, UK) |

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| Date | 2012 |
| Training activity (Provider) | Course of cement Applications (HGRS, Qatar) |

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| Date | 2009 |
| Training activity (Provider) | Holcim Leadership Seminar (IMD - Geneva) |
| Date | 2008 |
| Training activity (Provider) | Management Seminar (University of St - Gallen at Rüschtikon, Zurich (Switzerland)) |

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|-------------------------------------|---|
| Date | 2007 |
| Training activity (Provider) | Course of cement Applications (HGRS, Holderbank) Course of cement (Holcim France Benelux technical team) |

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|-------------------------------------|---|
| Date | 2004 |
| Training activity (Provider) | Management Seminar (University of St - Gallen at Rüschtikon, Zurich (Switzerland)) |

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|-------------------------------------|---|
| Date | 2000 |
| Training activity (Provider) | Certificate of Expertise & Arbitration (Institute of the Expertise in Paris) |