







SLIM HAKIMA

VISIONARY STRATEGIST: CATALYST FOR
GROWTH AND INNOVATION

PERSONAL PROFILE

As a visionary strategist, I steer companies towards success through strategic approaches and a passion for innovation. With a proven track record, I aim to build high-performing teams and drive growth. My leadership is grounded in operational excellence and a clear vision for the future.

CONTACT

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TUNISIAN
MARRIED
DATE OF BIRTH: 22 / 05 / 81

SKILLS

- **Business Strategy:** Developing and implementing strategies aligned with organizational goals.
- **Visionary Leadership:** Guiding teams to achieve exceptional results by fostering innovation and collaboration.
- **Business Development:** Identifying opportunities, negotiating, and establishing strategic partnerships.
- **Operational Excellence:** Optimizing processes to increase efficiency and profitability.
- **Strategic Vision:** Analyzing market trends and anticipating future challenges to ensure informed decision-making.
- **Interpersonal Relationships:** Effective communication with internal and external stakeholders to build strong relationships.
- **Corporate Social Responsibility (CSR):** Integrating ethical and social principles into the overall business strategy.
- **Problem Solving:** Ability to solve complex challenges calmly, creatively, and pragmatically.
- **Results Orientation:** Achieving outstanding performance and meeting ambitious goals.

PROFESSIONAL EXPERIENCE

- JAN 2008 - JAN 2012 :

MKT, Scientific Patent Translator:

- **Translated Japanese scientific patents from English to French for filing in French-speaking jurisdictions.**
- **Achieved translation of over 300,000 words per month with a target of 150,000 words per month.**

- MARCH 2010 - DEC 2013 (Freelance) :

Tendance Mag, Editor-in-Chief (Auto and High Tech Sections):

- **Writing 8 articles per month for the auto section and 8 articles per month for the high-tech section.**
- **Creating advertorials.**
- **Writing biannual features.**
- **Conducting interviews.**
- **Editing and proofreading content before publication.**

- JAN 2012 - JUNE 2013

TWT TV, Sales and Marketing Director

- ♦ Preparation of winter, summer, and Ramadan media kits.
- ♦ Setting rates according to programs and time slots.
- ♦ Validation of programming in collaboration with the programming director.
- ♦ Prospecting advertisers and negotiating rates and packages.
- ♦ Drafting partnership and sponsorship contracts.
- ♦ Preparation and execution of media plans for program reveals.
- ♦ Supervising the proper execution of advertisers' media plans with the programming direction.
- ♦ Writing and sending spot broadcast reports to advertisers.

- JUNE 2013 - JAN 2015

Tunisna Tv, Executive Director of the TV Channel :

- ♦ General management and oversight of all departments within the channel.
- ♦ Advising the Owner of Tunisna Tv.
- ♦ Signatory of all official documents of the Tv channel.
- ♦ Validation of programs, scheduling, program content, graphic design, editorial line, sets, purchases, advertising space sales, dismissals, recruitments, and advertising slots.
- ♦ Preparation of winter, summer, and Ramadan media kits.
- ♦ Setting rates according to programs and time slots.
- ♦ Responsible for joint programming and broadcasting with Attessia Tv, Co-decision maker of programs while advising the CEO of Attessia Tv and liaising with advertisers and the programming department.
- ♦ Technical monitoring and surveillance 24/7 for the smooth running of simultaneous broadcasting on both TV channels.

- FEB 2015 - JAN 2017 :

Universal Studios France (For Africa Films subsidiary), Regional Director for the Africa Region (13 African countries):

- ♦ Responsible for the logistical, legal, commercial, marketing, and financial operations of the firm across its subsidiaries in 13 African countries.
- ♦ Sole point of contact for Universal Studios France for all these operations.
- ♦ Signatory of all official documents in Africa.
- ♦ Weekly sending of statements, reports, manifests, and invoices from all countries to Universal France.
- ♦ Validation of media plans for film releases and communication budgets in all African countries.
- ♦ Monitoring and ensuring the proper execution of film marketing plans in all African countries.
- ♦ Monitoring and overseeing the prospecting of new cinema venues in all African countries.
- ♦ Ensuring payments and transfer of film revenues to Universal France in Euros through central banks.

- FEB 2017 - JUNE 2020

Magasin Général/Auchan Group, Communication Director :

- Defining the communication strategy across the three channels: Mass Media, Digital, and Out-of-Media.
- Managing the annual communication budget allocated by the executive committee.
- Designing, validating, and overseeing the execution of media plans.
- Managing the communication teams.
- Managing communication agencies, digital agencies, PR agencies, media agencies, and creative agencies.
- Improving Magasin Général's communication strategy.
- Optimizing communication budgets.
- Handling crisis communication during the COVID crisis.
- Developing new KPIs.
- Creating new dashboards.
- Establishing new checkpoints.
- Leading the project for Magasin Général's partnership as the main sponsor of the "Battle Chef" show on Atteussia TV.
- Developing the communication plan for the largest post-COVID action, "Magasin Général's Lowest Prices."
- Continuously monitoring the achievement of forecasted objectives and calculating forecasted/actual variances.
- Sending monthly reports to the executive management and the general management.
- Writing press releases.
- Negotiating rates and cost optimization.
- Integrating CRM tools into the Communication department in collaboration with the digital transformation department.
- Creating the Magasin Général Chatbot as a first in the retail sector.
- Decision to abandon the Print catalog and opt for the digital catalog during the COVID crisis.
- Ensuring compliance with the Magasin Général visual identity.

- JULY 2020 - APRIL 2023

Ben Jemâa Group, Marketing and Communication Consultant for the group's brands (BMW/MINI/VOLVO/FORD/EUROPCAR/AutoP)

- Advising the General Management on strategic and operational marketing, brand, product, and CRM matters.
- Advising the General Management on promotional, institutional, and event communication.
- Organizing the marketing department of Ben Jemâa Motors (BMW/MINI) and recruiting a new Marketing Manager, CRM Manager, and Product Manager.
- Introducing the new team to BMW Group's marketing and CRM tools.
- Managing creative, PR, media, and digital agencies.
- Writing press releases for the group.
- Introducing the new teams to the BMW Group visual identity.
- Daily monitoring and support of the marketing departments of the group's companies.
- Managing and executing major projects such as the launch of the Volvo brand by Universal Motors according to Volvo Cars' visual identity, inauguration of the BMW/MINI new showroom by Ben Jemâa Motors according to BMW Group's visual identity, and the launch of the new LOA product by Tunisie Automotive according to Europcar Rent a Car's visual identity.
- Developing and validating marketing, communication, and budgetary plans for BMW and MINI in collaboration with BMW Group.
- Developing and validating marketing, communication, and budgetary plans for Volvo in collaboration with Volvo Cars.

- MAY 2023 - Currently

Société Tunisienne d'Automobiles, CHERY Tunisie, Brand Director :

- ♦ Strategic, operational, Brand, Product, and CRM Marketing.
- ♦ Conducting in-depth market research and analysis to identify emerging trends, customer insights, and competitive landscapes to inform marketing strategies.
- ♦ Developing and executing comprehensive digital marketing strategies to achieve company objectives and drive revenue growth.
- ♦ Utilizing advanced analytics tools and platforms to track key performance indicators (KPIs) and evaluate the effectiveness of marketing campaigns, making data-driven decisions to optimize performance and ROI.
- ♦ Collaborating with internal stakeholders and external agencies to develop compelling content and creative assets for digital marketing initiatives.
- ♦ Implementing advanced targeting and segmentation strategies to personalize marketing messages and optimize audience engagement.
- ♦ Staying abreast of industry trends and best practices in digital marketing, continuously seeking opportunities for innovation and improvement.
- ♦ Promotional, institutional, event, and crisis communication.
- ♦ Organization of the sales, marketing, and product departments.
- ♦ Confirming configuration of 7 new models for the Tunisian market and negotiation of prices with the manufacturer (Tiggo 1X popular car, Tiggo 3X MT, Arrizo 5 MT / AT, Tiggo 4 Pro, Tiggo 7 Pro Facelift, Tiggo 7 Pro Hybrid, and Arrizo 8).
- ♦ Adjustment of the price breakdown for both old and new models.
- ♦ Initiation and training of sales and product teams on the new models.
- ♦ Management of creative, PR, media, and digital agencies.
- ♦ Drafting of brand press releases.
- ♦ Introduction of all teams to the CHERY International visual identity.
- ♦ Daily monitoring and support of marketing and product departments.
- ♦ Management and follow-up of customer complaints.
- ♦ Management and monitoring of inventory.
- ♦ Development of CHERY 2024-2028 business plan.
- ♦ Development and validation of marketing, communication, and budget plans for CHERY in collaboration with CHERY International.
- ♦ Contribution to a significant increase in YTD 2024 sales of 185% and in net sales revenue of 69%.
- ♦ Management and follow-up of approvals for new models.
- ♦ Awarded the "Golden Steering Wheel" for Best Marketing Strategy in 2023.

- JAN 2019 - APRIL 2022

- IFM RADIO, COLUMNIST/EXPERT (FREELANCE):

CONTENT PRODUCTION AND CREATION.
LIVE MANAGEMENT.
INTERVIEW MANAGEMENT.
EXPERTISE IN AUTOMOBILE.

- SEP 2021 - JUNE 2022

ATTESSIA TV, COLUMNIST/EXPERT (FREELANCE):

CONTENT PRODUCTION AND CREATION.
TV PRODUCTION MANAGEMENT.
EXPERTISE IN AUTOMOBILE

- MARCH 2018 - FEB 2023

TUNISIAN AUTOMOBILE FEDERATION, FEDERAL MEMBER / PRESIDENT OF THE MEDIA & COMMUNICATION COMMISSION (VOLUNTEER):

MANAGEMENT OF THE FEDERATION'S COMMUNICATION.
MANAGEMENT OF RELATIONSHIPS WITH THE FEDERATION'S PARTNERS.
MANAGEMENT OF RELATIONSHIPS WITH THE FEDERATION'S SPONSORS.
DRAFTING PRESS RELEASES.

LANGUAGES

Arabic: Level 7 (C2), Fluent

French: Level 7 (C2), Fluent

English: Level 5 (B2), Professional