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**Yassine SOUSSI**
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Nationality: Tunisian

**Summary**

* A Senior-level executive with 20 years of extensive finance and strategy experience in diverse industries. Results oriented with strategic thinking.
* Transformation plan, process reengineering, feasibility studies, Planning, strategy, Opex and capex monitoring, Financial closing process, IFRS Compliance, Working capital Management, governance management.
* Executive member in management committee, pricing, HR, investment, Risk and procurement committees.

**WORK EXPERIENCE**

**Since June 2021**

**Executive Director of Strategy**

* Lead the Transformation plan covering all activities and generating additional FCF as per shareholder’s expectations
* Proactive business partner role and stronger involvement of finance covering business planning, decision making support (management committee, Pricing Committee, commercial, marketing, sales and technical committee, risk committee, purchase committee and collection committee)
* Developing an inclusive strategic projects and strategy by collaborating with the shareholders and leadership team.
* Analyze market dynamics, competitors, business-product line performance, and competitive intelligence
* Ensure suitable milestones and Kpi’s are in place to measure performance.
* Facilitate BU management in execution of various strategic initiatives
* Governance management, board and executive committee management
* Corporate performance management, scorecard monitoring for CEO and CxO
* Leading monthly business review with different stakeholders and shareholders
* Manage annual strategic planning process, Business plan, Budget and Forecast

**2017 A MAI 2021 2021**

**Senior Director, Finance Controlling**

* Managing team of 28, adjusting process to manage projects and productivity,
* Maintain strong team bonds in challenging environment
* Financial end of month closing in local and IFRS Gaap by end of month +3 days
* Assure investor relationship and communication
* Ad hoc projects (Hyperion implementation for analytics systems, Cognos reporting implementation over all opco, unified chart of account over opcos, investment Value Business Thinking process, VBT)
* Streamlining and automate Purchase to Pay process, enhance agility and speed-up digital transformation
* Direct and Indirect sales channel profitability management (commission adjustment, operating model review)
* Reengineering franchises remuneration plan, from fixed commission to value oriented plan
* Reengineering of customer care center, optimize related costs and improve quality
* Capex & Opex monitoring and control
* IPO, Due diligence and Support to Top management in the Valuation process

**2013 to 2017 Ooredoo Tunisia**

**Director, budget planning control, Revenue assurance and fraud**

* Managing a team of 23 people
* Manage Financial Planning and forecast
* Working capital optimization
* Assure Reporting and financial closing
* Strict control of capex and Opex in line with shareholder expectation, to deliver planned ebitda
* Ad hoc projects (Hyperion implementation, team organization, reporting process design...)
* Revenue assurance & Frauds transformation
* Maintain international incoming traffic

**2004 to 2013 Ooredoo Tunisia “Telecommunication”**

**Senior Manager Budget Planning & control**

* Managing a team of 12 people
* Hired, coached, and mentored staff, to successfully contribute to achieving departmental goals and deadlines
* Challenging the Business plan & budget submissions and report risks and opportunities via trend analysis and follow-up
* Perform and follow up regular or ad hoc analysis (margin and profitability by segment)
* Perform monthly closing, monthly and Year-To-Date financials reporting with adequate inputs, comments and recommendations per cost center
* Support cost center managers with appropriate tools fitting their information needs and enabling them to monitor their costs.
* Follow-up action plans in the context of internal and external audit recommendations
* Perform and improve financial controls on specific processes
* Implementing of cost accounting system (Hyperion S9 and Essbase)
* Support Top management in the Valuation process

**2003 to 2004, Maes Tunisia “Logistics providers”**

**Head of controlling**

* Managing a team of 7 people
* Initiated a process of challenge & reviewed all business plans, budgets & major investments.
* Restructured Finance with redesign of key business processes including business planning, project management & pricing proposals
* Assisted in the restructuring of Procurement and Logistics,
* Managed the relationship with Group, banks and stakeholders.

**2001 to 2003, BGG group “Alif , BP Lubricant , Industrial Milling..)**

**Head of Finance**

* Managing a team of 5 people
* Monitor the overall performance of plant finance department
* Perform treasury function, including borrowing arrangement, cash flow forecast, investing on new projects to subsidiaries
* Design and implement standard financial system, including ERP system, invoicing system and reporting system
* Analyze and initiate changes related to internal accounting procedures and work processes,
* participate in business / strategy discussion and conduct business analysis to support management decision making

**1998 to 2001 Doremail “Ceramic Industry”**

**Finance manager**

* Working Capital Management: A good improvement has been made in recovery of old receivables and reduction in unnecessary stocks in production
* Reviewing the existing policies and designing the new one for making sure the smooth running of business along with the safety of the assets of the companies
* Responsible for credit period negotiation with suppliers and approving the credit facility to customers,
* Accounting & cash management systems implementation
* Documentation of financial processes
* Preparing reports and analysis for top management
* Negotiations with banks over the prospective finance facilities in respect of Terms and repayments

**EDUCATION**

* June. 1998 -**IHEC University** (Carthage, Tunisia)
HEC (Diploma in corporate finance)

***Foreign languages***

Arabic: Native language
French: written and oral
English: written and oral

**Skills and Abilities:**

* [Conflict Management](https://www.thebalance.com/conflict-management-skills-2059687)
* Design thinking
* Digital transformation
* Six Sigma
* Agile Analysis
* Perform Effectively in a Deadline Environment
* Establish Interpersonal Relationships
* Process improvement expertise
* Critical thinking and problem-solving skills

**ACTIVITIES AND INTERESTS**

* Active member and Former President of the Tunisian Association of Financial Controller COGEREF [www.cogeref.org](http://www.cogeref.org)
* Partnership with DFCG since 2012, Permanent participant in the annual Financium meeting organized by DFCG since 2018 <https://www.dfcg.fr/>
* Partnership implementation with IAFEI since 2014, International Association of Financial Executive Institutes, Management control committee. [www.iafei.org](http://www.iafei.org)
* My last interview with CFOtalks “ Ooredoo Tunisia is the country’s leading telecoms provider with over eight million customers but it’s not escaped the challenges of the Coronavirus pandemic “

<https://cfotalks.com/91-yassine-soussi/>

**Hobbies / Passions**

* Traveling, Great passionate for arts and culture, visit museum and art gallery
* Great passionate for fishkeeping