



Personal details

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Languages

Arabic 
 French 
 English 

Soft skills

 Empathy
 Initiative Owner
 Sense of compromise
 Teamwork
 Game changer
 Eager to win
 Patience
 Kindness
 Proactivity

Bridge

Elected as Joint Secretary of the African Bridge Federation. Member 
 of the board of the African Bridge Federation. Member of the
 National team of Tunisia, Participated to the Bermuda bowl 2025,
 Silver Medal in the African championship 2025. Gold medal in Junior
 France championship (Rhone Alpes district) 1990

Employment

Senior Sales Manager Dec 2008 - Mar 2024
 Signify (Formerly PHILIPS Lighting), Algeria, Tunisia, Libya & French West Africa (23 countries)

1. Lead dedicated organization structure in line with desired state from Middle East Headquarter
2. Develop, regularly update and deploy business strategy and Go to Market for Algeria, Libya, Tunisia and French speaking countries of West Africa and marketing/business plans for the countries, derived from, and underpinning the overall Business Strategy of Middle East region
3. Develop B2G business in all African countries and especially to deploy Solar projects in Off Grid regions.
4. Propose to the Top Management Annual Operating Plan and Rolling Forecasts in line with agreed strategic objectives and supported by Partnership Plans agreed with Key Accounts.
5. Define and manage necessary resources to meet the Annual objectives.
6. Lead and monitor daily operational activities to meet/exceed sales, profit and charges objectives as set.
7. In cooperation with Regional Market Dept. implement, marketing programs and activities enforcing PHILIPS brand promise
8. Conduct all business activities in line with requirements of Export Control, in line with Signify Principles.
9. Manage the sales team based in Tunisia, Algeria, Ivory Coast and Cameroon provide all the support needed to reach their targets in terms of Sales and market shares

Agent of Sagem mobile phones and Sagem Oct 2007 - Nov 2008
communications in Tunisia
 Sagem

My mission is to promote the brand Sagem in Tunisia, make deals with operators, and manage the relations between Sagem and its official distributor in mobile phones.

Executive Manager of XpressCell, Distributor of Sep 2004 - Jun 2007
Ooredoo and official representative of Sagem in
Mobile Phones and broadband products.
 XpressCell

In charge of purchasing and type approvals with the administration
 Manage the sales team with establishment of a strategy and objectives by zones with more than 600 specialized stores for the dispatching of the sim cards and the scratch cards of the operator all over the territory.
 Develop the relationship with Tunisie telecom (operator) and Ooredoo for making packs

Executive Manager Jan 2004 - Sep 2004
 ISICOM, Representative of SAGEM in mobiles

Hard skills

Electrical engineering

General Management

Management of Sales and Marketing
Teams (> 10 people)

Very good Knowledge and Networking in
Tunisia, Algeria, Lybia, Senegal, Cote d'
ivoire, Burkina Faso, Guinea, Togo, Benin,
Cameroon, Gabon, Niger, DRC, Congo,
Nigeria, Mozambique, Tanzania, Ethiopia,
Angola

Development of solar projects all around
Africa.

Recruitment of new partners and opening
of new distribution channels (>30 Partners
and customers recruited)

Project development

Finance

Hobbies

■ Bridge

1. Study of the Tunisian Market,
2. Relationship with the administration for type approvals.
3. Installation of the sales team and technical team for selling and after sales service

General Executive Manager

Nov 1996 - Dec 2003

POINT TELECOM

specialized in selling telecom products (PABX) in collaboration with ALCATEL and LG and opening . of mobiles sales agencies in Tunis (NOKIA, ALCATEL, SIEMENS, MOTOROLA, etc...)

Development and purchasing manager

Sep 1990 - Nov 1996

Tunisian Telecom Electric (Group OneTech/Tunisie Cables)

1. in charge of searching new partners for collaboration and introducing new products on the Tunisian market
2. Establishing the joint venture with LG (Korean company) and URMET (payphones, Italia).
3. Elaboration of a cost center department.
4. Searching European customer to export cabling labour in electronics

Last project of studies: Conception of a remote-controlled paraglider. Award of the best project of Lyon (French city).

Jun 1990

Engineer training

Sep 1988 - Feb 1989

TELESTAR

Conception of a videotext

Education

Graduated in Electrical Engineering

Jun 1990

INSA, Lyon

2nd stage INSA of the engineering diploma

Sep 1987 - Jun 1990

INSA, Lyon

1st stage

Sep 1984 - Jun 1987

INSA, Lyon