



RABII OUTAMHA

+212 6 01 42 71 31

outamha.rabii@gmail.com

Casablanca, Morocco

SKILL HIGHLIGHTS

- Strategic management
- Marketing planning
- Research
- Project management
- Business Mentoring
- Teaching
- Strong decision maker
- Complex problem solver

LANGUAGES

- English – Professional Proficiency
- Arabic – Native
- French – Bilingual Proficiency
- Japanese – Basic

HOBBIES

- Music Production
- Japanese Martial Arts
- Reading
- Traveling
- Hiking
- Video Games
- Japanese Manga

SUMMARY

I am Rabii Outamha, an entrepreneurial advisor, researcher, lecturer, and consultant in business/digital strategy and marketing. I help companies, higher education institutions, and artists formulate strategies, build their business models, design their strategic/marketing plans, market their products/services, and create their brands.

EXPERIENCE in Consulting

Digital Strategy and Marketing Consultant | From April 2020 | **Click Buzz**, Casablanca

Marketing Strategy Advisor | November 2018 To December 2019 | **Platinum Black**, Dubai

Marketing Strategy Advisor | March 2015 To July 2018 | **Beecom**, Casablanca

Business Advisor | From 2014 | **Self-employed**, Casablanca

B2B Marketing Manager | 2013 | **Gamma System**, Casablanca

Marketing Strategy Advisor | 2012 | **Wolfs Prod**, Mohammedia

EXPERIENCE in Higher Education

Event Marketing Professor | December 2021 | **College LaSalle**, Casablanca

Digital Marketing Trainer | From May 2022 | **Assalam Institution**, Casablanca

Digital Marketing Trainer | 2021 | **TechnoApp**, Casablanca

Soft Skills Trainer | 2019 | **Career Center, the University of Hassan II**, Casablanca

EDUCATION

Ph.D.: Management Science | In Progress

University of Hassan II, Casablanca

Master: Strategy and Innovation Management | 2016

University of Hassan II, Casablanca

Bachelor of Science: Economics and Management | 2014

University of Hassan II, Casablanca

CERTIFICATIONS

- Digital Strategy Formulation: **Business Training Solutions.**
- Business Strategy Formulation: **Business Training Solutions.**
- Participatory Engagement Strategy for facilitating the Entrepreneurial Discovery Process: **RiEcoLab - European Institute for Innovation and Technology**
- Setting-up, institutionalizing and operationalizing the Ecosystem Integration Labs: **RiEcoLab - European Institute for Innovation and Technology**



RABII OUTAMHA

+212 6 01 42 71 31

outamha.rabii@gmail.com

Casablanca, Morocco

SKILL HIGHLIGHTS

- Strategic management
- Marketing planning
- Research
- Project management
- Business Mentoring
- Teaching
- Strong decision maker
- Complex problem solver

LANGUAGES

- English – Professional Proficiency
- Arabic – Native
- French – Bilingual Proficiency
- Japanese – Basic

HOBBIES

- Music Production
- Japanese Martial Arts
- Reading
- Traveling
- Hiking
- Video Games
- Japanese Manga

Scientific File

Panel Discussion's Chair | The 19th Triple Helix Conference | University of São Paulo, Triple Helix Association | **Brazil** | June 2021

Research Presentation | The 3rd Triple Helix Summit | University of Bologna, Triple Helix Association | **Italy** | November 2020

Keynote Speaker | The Innovation Summit | University of the Punjab Lahore | **Pakistan** | September 2020

Research Presentation | The 18th Triple Helix Conference | Tampere University, Triple Helix Association | **Finland** | June 2020

Publication | Proceedings of The Second International Triple Helix Summit | January 2020

Title: What Do We Know About University-industry Linkages In Africa?

Chapter: 26; Publisher: Springer

Research Presentation | The European Triple Helix Congress | South East European Research Centre, Triple Helix Association | **Greece** | October 2019

Speaker | The 17th Triple Helix Conference | Sa Innovation Summit, Triple Helix Association | **South Africa** | September 2019

Co-editing A Special Issue | Triple Helix Journal | February 2019

Research Presentation | The Second Triple Helix Summit | The British University In Dubai, Triple Helix Association | **UAE** | November 2018

Speaker | The Conference (Recherche En Sciences De Gestion: Identité, Vision Et Défis) | FSJESC | November 2018

Master Thesis In University-industry Linkages | FSJESC | July 2016

Background Note Of World Bank Report • 2015

Awards

- **Social Media Ambassador Award** | Tampere University, Triple Helix Association | 2020
- **Public Speaking 1st Prize** | University of Hassan II, Speak Up | 2017

INTERNATIONAL AFFILIATIONS AND POSITIONS

- **Reviewer** | Triple Helix Journal | From November 2019
- **Active Member** | The International Triple Helix Association | From 2018
- **Member** | Regional Studies Association | From 2019



RABII OUTAMHA

+212 6 01 42 71 31

outamha.rabii@gmail.com

Casablanca, Morocco

SKILL HIGHLIGHTS

- Strategic management
- Marketing planning
- Research
- Project management
- Business Mentoring
- Teaching
- Strong decision maker
- Complex problem solver

LANGUAGES

- English – Professional Proficiency
- Arabic – Native
- French – Bilingual Proficiency
- Japanese – Basic

HOBBIES

- Music Production
- Japanese Martial Arts
- Reading
- Traveling
- Hiking
- Video Games
- Japanese Manga

The Lecturer