

Moulay Hicham El Kadiri Boutchich

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Ottawa

PROFESSIONAL SUMMARY

Results-driven Airline Branch Office Manager with many years of experience, specializing in finance and sales management. Expert in financial planning, budget management, optimizing branch performance and cost control, driving revenue growth and operational efficiency. Strong leadership, strategic planning, and problem-solving skills, with a commitment to exceptional customer service and regulatory compliance. Seeking to leverage extensive experience and expertise to drive success in a dynamic airline environment.

WORK EXPERIENCE

Business Support Senior Specialist & Sr Office Coordinator

Jan 2023 - Jun 2024

COP28 UAE

- Reported directly to the Director of Business Support.
- Coordinated administrative activities of the different departments within the business support function (Finance, Procurement, HR, IT, General Services).
- Coordinated with finance and procurement on payment processing & approvals as per the organization's Delegation of Authority (DOA).
- Guided the department on duty travel requirements, processing, and follow-up.
- Liaised with travel agencies & airlines to ensure duty travel cost optimization.
- Prepared departmental announcements to employees and initiated communications activities.
- Supported the General Services team and facilitated tasks execution.
- Developed staff workstation allocation plans and managed office relation per organizational growth plans.
- Provided support to the Director Business Support & the COO.
- Followed up on employee requests and HR matters in coordination with line managers and the HR function

Sr.Consultant as General Manager

Jan 2021 - May 2022

Airline Promotion Group APG

- General Sales Agent (GSA) representing Offline and Online Airline operating to country without legal Establishment in the country
- Maintaining the Business impacted by sanitary crisis
- Looking for new Opportunity (GSA Contract) to prepare recovery post pandemic
- Redefine the structure strategy for better revenue optimization
- Participation on Launching New product (New Distribution Channel (NDC) Platform, Rail API)
- Follow up with the team on daily business requirements

Country Manager

Oman Air

Jun 2018 - Dec 2020

- Startup of the Airline Branch Office as new route
- Revenue optimization through weekly Infare tool & instant action with Revenue Management HQ
- Revenue Management Yearly Plan with Weekly adaptation to speed to market on specific Routes
- Launch of new office, staff recruitment, Administration, local regulation implementation
- Proposal of Overhead and Operating budget to C Level management to start up the branch
- Follow up and implementation of the policy in local branch
- Managing the daily sales operations in the country
- Station Development and follow-up on the route optimization
- Ensure target achievement - Cost saving & optimization- Direct Contact with Oman Embassy in the country to serve their travel requirement and escalate concerns

General Manager Morocco & CW Africa

Etihad Airways

Jan 2011 - May 2018

- Managing the daily sales operations in the country
- Keeping the high-level standard as per the company requirement
- Ensuring route profitability (revenue management weekly call & adaptation to speed to market)
- Increasing revenue and market share (optimization between High Seat Load Factor & Right Average Fare)
- Coaching the sales team
- Meeting with market travel partners to guide the sales team on enhancing the performance
- Using Sales force for time management optimization
- Cost Budget optimization to make the station profitable
- Proposal of Overhead and Operating budget to C Level management
- Growing the airline branch with more frequencies operations
- Dealing with GCC Embassies, UAE Nationals institutions & the country public institutions
- Participating to local IATA meeting as president of Local Customer Advisory Groups (LCAG) to enhance the country Travel Regulation and align with IATA worldwide rules
- Full support of station activities capitalizing on one team spirit
- Developing offline Central West Africa market
- GSA Offline follow-up

Manager, finance & Acting Country Manager

Etihad Airways

May 2008 - Dec 2010

- Resolve the pending Issue, and restructure the local finance department.
- Managing the daily Outstation Business
- ERP System: Oracle (AP, AR, GL, FA, Accrual, Journals)
- Follow up of budget deviation & optimization
- Administrative tasks: Payroll Social Security, Pension, Insurance, local regulation
- Relation with the bank to optimize treasury
- Legal and admin matters in collaboration with Consultancy.
- Revenue Control: Daily Sales Report, IATA BSP control and check, follow-up of payment with deadline.
- Participating to IATA BSP meetings.

- Monthly report to HQ, month closure deadline.
- Transfer of fund based on monetary exchange office rules.
- Cash control on Direct sales, cash guidelines implementation & follow-up
- Supervise the filling – Key for auditing
- Tickets stock & Inventory control and follow-up, purchase responsibilities
- Assets Control and report to HQ for books accuracy
- Support of sales to achieve the target

Manager, field sales Sep 2006 - Apr 2008
Jet4you (Tui Airline)

Finance manager Jul 2004 - Aug 2006
Brussels Airlines

Finance manager Jan 2004 - Jun 2004
British Airways

Finance manager Feb 2002 - Dec 2003
Swiss International Airlines

Finance manager Oct 2000 - Jan 2002
Sabena/Swissair/Crossair

Finance clerk Apr 1998 - Sep 2000
Sabena

EDUCATION

Master Marketing Oct 2005 - Dec 2006
University of Rennes 1 • Rennes, France

Bachelor Finance Sep 1993 - Jun 1997
Institut Supérieur du Génie Appliqué (IGA) • Casablanca, Morocco

SKILLS

- Finance & Administration-Sales-Marketing-Management Expert
- Strong experience in office management
- Trilingual (Arabic, French, English)
- Master Marketing

AWARDS AND HONOURS

Certificate of Appreciation 2024

Certificate for dedication and invaluable contribution to COP28 (Climate change) culminating in the historic adoption of the UAE consensus

Recognition & Appreciation Certificate 2013

- Recognized by His Excellency UAE Ambassador in Morocco with recognition & appreciation Certificate “2013”