

Maha DAOUDI

PROFILE

- Board Member and Senior Advisor to companies in the commodities, finance, tech-related and luxury industries.
- 20 years' experience in several Senior Level positions, multilingual, multicultural with a footprint across the 5 continents.
- Key areas of expertise: commodities industry expert with a unique multi-products experience across the entire value chain; business development; building long term strategies and alliances in challenging complex international environments; structuring, financing and trading of metals projects and infrastructure assets; risk management.

WORK EXPERIENCE

- Jun 21 – to date **BOARD MEMBER and ADVISOR to several companies.**
- Apr 17 – to date **ENTREPRENEUR and PRIVATE INVESTOR in selected fields: Fintech, Tech & Deep Tech, Commodities and Luxury.**
- MANAGER OF A PROPRIETARY REAL ESTATE AND FINANCIAL PORTFOLIO.**

TRAFIGURA, Commodities trading, Switzerland

- Jan 12 – Mar 17 **MEMBER OF THE METALS & MINERALS MANAGEMENT COMMITTEE,**
- GLOBAL HEAD OF COPPER CONCENTRATES TRADING**
- Team of 65 people and an annual turnover of USD 5 billion, +50% on traded volumes over 5 years
 - Full responsibility over the PnL, balance sheet, financing structure and cash management of the book
 - Strategy and development plan definition and implementation for the business unit
 - Negotiation and successful execution of several large prepayments and offtake agreements worldwide
 - Design, negotiation and implementation of strategic alliances, the larger one being a cornerstone upstream integration joint-venture agreement with a large Chinese player
 - Contribution to the expansion of the warehousing infrastructure & blending facilities of the company
- Jul 10 – Dec 11 **HEAD OF ZINC CONCENTRATES TRADING**
- Team of 25 people and an annual turnover of USD 1.5 billion, +15% on traded volumes over 1.5 years
 - Full responsibility over the PnL, balance sheet, financing structure and cash management of the book
 - Strategy and adequate market positioning definition and implementation; conclusion of several long term cost-effective supply contracts and reliable outlets
 - Set up and management of an efficient operating model for the book (costs, risks, hedging, credit, product liability, compliance with all regulations in place)
- Nov 08 – Jun 10 **ZINC CONCENTRATES SENIOR TRADER**
- Responsible for the EMEA and China regions with an annual turnover of USD 500 million
 - Guarantee of contracts & trades good execution
 - Successfully set up a domestic trading business in China
 - Supply/demand balances and competition analysis, contribution to the book strategy definition

MANATRADE AG, Commodities trading, Switzerland

- Jan 06 – Oct 08 **MANAGING DIRECTOR**
- Team of 10 people and an annual turnover of USD 300 million, multi-products
 - Design and implementation of strategy and business plan, new products launch
 - Successfully set up and run the company on a day-to-day basis, overlooking the commercial, traffic, hedging, freight, finance, and accounting activities, full responsibility on the PnL and balance sheet,
 - Risks management, including hedging, credit, product liability, compliance with all regulations in place
 - Relationships management with the customers, suppliers, shareholder, banks, auditors, insurance companies, supervision companies, freight brokers

MANAGEM, North African Mining Group, Morocco

- Jan 03 – Dec 05 **MARKETING & SALES DIRECTOR**
- Team of 15 people and an annual turnover of USD 200 million, multi-products
 - Market and competition researches; definition and implementation of adequate marketing and sales strategies to increase the products profitability
 - Customers base and distribution network development
 - Supply chain management, including responsibility over the Safi port terminal
- Aug 98 – Dec 02 **MANAGEMENT CONTROL & STRATEGIC PLANNING MANAGER, several mining sites in Morocco**

SOCIAL IMPACT INITIATIVES

- Mentor for **ThrivewithMentoring**, a worldwide Non-Profit initiative helping women succeed professionally (Feb 2021 - to date)
- Member of the **Professional Women of African Heritage** (PROWAH) Non-Profit organization (2018 - to date)
- Developer of an **Art Lending concept “Artotheque”** for the city of Zug Department of Culture, giving access to a portion of the cantonal Art Works collection to the population of Zug (2020)
- Developer with **Stride Learning, UnSchool for collaborative leadership** of a guide to positive life shaping for adults without a postsecondary degree (2019 - 2020)
- Contributor to the **Swiss Future University initiative** – SWITCH Foundation (June 2019)
- **Human Centred Design lecturer** to master students at the **Lucerne University of Applied Sciences and Arts (HSLU)**, Switzerland (2018 – 2019)
- **Active contributor to Fondation Astural**, provided internships and mentored teenagers encountering familial, social, schooling difficulties and struggling with violence and addictions (2016 – 2017)
- **Board Member of Trafigura Foundation**, sponsoring and funding programmes worldwide in sustainable development, integration & education, and health (2014 – 2016)

EDUCATION

Sep 18 – Jun 20	Lucerne University of Applied Sciences and Arts (HSLU) , Switzerland <i>Master’s Degree in Design, focus on Social Innovation Services Design</i>
Nov 07 – Jun 08	ESSEC Business School , ESSEC Management Education, France <i>Executive Management Certificate in Leadership & Strategic Development</i>
Sep 95 – Jul 98	TBS Toulouse Business School , France <i>Master’s Degree in International Business & Strategic Management</i>

LANGUAGES

French: Fluent

English: Fluent

Arabic: Fluent

German: Intermediate level (B2)