

IMPACT INVESTING IN AFRICA
CORPORATE GOVERNANCE IN AFRICA

*Engage people around the issue of **Sustainability** with African-minded outreach and approach*

Asma Alaoui,
Entrepreneur
Certified Non-Executive Board Member
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Asma is a seasoned executive with significant experience in advisory and business operations for large multinationals in Africa. She has extensive expertise in business strategy, and translating that into operational excellence.

Asma has been working in a number of top management positions at international companies in Africa. Educated in Europe with an Anglo-Saxon MBA, Asma has a deep understanding of the African investment ecosystem. She is also reputed as successful opinion leader with a far-reaching personal and professional network in Morocco and Africa. She ranked among the 50 most influential women in business in Morocco, in 2019.

Most recently, she founded **Africa Key Partners[AKP]**, an award-winning impact investing platform in Africa, for investors who want to create long-term economic growth in combination with positive, measurable social impact. **Africa Key Partners[AKP]**, believes the continent's biggest problems are also the biggest market opportunities, and invests in areas of human need: Renewable Energy, Green Commercial Real Estate, Gender Equality, Education, Workforce Housing, Technology, Water, Food and Health. The platform promotes a multi-strategy investment approach throughout the entire capital structure.

Previously, she founded, **Rose 66**, an NGO to tackle the most pressing challenges for women financial inclusion in the continent. Asma serves on various corporate Boards and not-for-profit Boards.



ASMA ALAOUI

LIFE MOTTO

“In the middle of difficulty lies opportunity”

Albert Einstein

EDUCATION

2018-2019: BOARD MEMBER CERTIFICATE: *University of Rabat*

– **Rabat, Morocco**

Moroccan Institute of Board Members (IMA)



2005 - 2006: MASTER OF BUSINESS ADMINISTRATION (MBA): *University of Ottawa*

– **Ottawa, Canada**

Telfer Business School: MBA Fulltime, AACSB&AMBA accredited



uOttawa

L'Université canadienne
Canada's university

2003 - 2005: MASTER IN MANAGEMENT: SUP DE CO: *Neoma Business School*

– **Reims, France**

Neoma Business School: Marketing, Brand Management, E-Business



2000 - 2003: PREPARATORY CLASSES FOR GRANDES ECOLES: *Institut Intégrale*

– **Paris, France**

Intensive preparatory courses to top French business schools



1999 - 2000: FRENCH BACCALAUREATE: *Lycée Lyautey*

– **Casablanca, Maroc**

Scientific Series - Major in Mathematics with honors

PROFESSIONAL EXPERIENCE

January 2016 - Today | AFRICA KEY PARTNERS (AKP)



Casablanca, Morocco

- FOUNDER AND MANAGING PARTNER
- AN AWARD-WINNING IMPACT INVESTING PLATFORM IN AFRICA, FOR INVESTORS WHO WANT TO CREATE LONG-TERM ECONOMIC GROWTH IN COMBINATION WITH POSITIVE, MEASURABLE SOCIAL IMPACT; IN AREAS OF HUMAN NEED: RENEWABLE ENERGY, GREEN COMMERCIAL REAL ESTATE, GENDER EQUALITY, EDUCATION, WORKFORCE HOUSING, TECHNOLOGY, WATER, FOOD AND HEALTH.
- MARKETING & MATCHMAKING CONSULTING FIRM HELPING BRANDS GAIN AND GROW THEIR Foothold IN AFRICA WITH AFRICAN EXPERTISE.

[HTTP://WWW.AFRICAKEYPARTNERS.COM/](http://www.africakeypartners.com/)

January 2019 – Today | ROBERTSON ASSOCIATES



Casablanca, Morocco

- ASSOCIATE PARTNER
- CORPORATE GOVERNANCE AND EXECUTIVE SEARCH
- ROBERTSON ASSOCIATES IS A LEADING EUROPEAN EXECUTIVE SEARCH, LEADERSHIP SOLUTIONS FIRM WITH OVER 60 YEARS OF BUSINESS PRACTICE: HEADQUARTED IN ZÜRICH WITH OFFICES IN STUTTGART, MILAN, BRUSSELS, LONDON, MIAMI, CASABLANCA AND STRATEGIC PARTNERS IN SAO PÃOLO AND HONG KONG.

[HTTPS://WWW.ROBERTSON-ASSOCIATES.EU/](https://www.robertson-associates.eu/)

January 2016 - Today | ROSE 66

Casablanca, Morocco



- FOUNDER OF ROSE 66 AN NGO DEDICATED FOR WOMEN EMPOWERMENT IN AFRICA – WOMEN FINANCIAL INCLUSION
- ROSE 66 IS AN NGO THAT HELPS ROSES (= WOMEN) TO ACHIEVE THEIR OWN SUCCESS AND BECOME FINANCIALLY INDEPENDENT. ROSES BENEFIT FROM AN INDIVIDUAL SUPPORT AND COACHING FROM A DEDICATED MENTOR EITHER TO FIND A JOB OR TO BECOME AN ENTREPRENEUR AND START THEIR OWN BUSINESS.

[HTTP://WWW.ROSE66.COM/](http://www.rose66.com/)

[HTTP://WWW.DAILYMOTION.COM/VIDEO/X5H6ONT](http://www.dailymotion.com/video/x5h6ont)

August 2012 - December 2015 | GENERAL MOTORS - CFAO GROUP

Casablanca, Morocco



- MARKETING, LOGISTICS AND DISTRIBUTION DIRECTOR IN CHARGE OF GENERAL MOTORS BRANDS: OPEL AND CHEVROLET, DISTRIBUTED BY CFAO GROUP.

[HTTP://WWW.CFAOGROUP.COM/](http://www.cfaogroup.com/)

September 2011 - August 2012 | KITEA GROUP

Casablanca, Morocco



- MARKETING & COMMUNICATION DIRECTOR KITEA, KITEA GEANT, KSHOP, KMEDIA
Tangier&Fès Kitea Géant Launch

[HTTP://WWW.KITEA.MA/](http://www.kitea.ma/)

April 2010 - August 2011 | RENAULT MAROC

Casablanca, Morocco



- PRODUCT COORDINATOR FOR MAGHREB REGION
- STRATEGIC AND DETAILED STUDY OF NEW VEHICLES LAUNCH
- COUNTRY MARKET UNDERSTANDING: RENAULT & DACIA
- BRAND MANAGER: RENAULT PREMIUM RANGE

**March 2007 - March 2010 | CENTRALE AUTOMOBILE CHERIFIENNE –
Casablanca, Morocco**



PORSCHE



Audi

- **MARKETING & COMMUNICATION MANAGER FOR 4 BRANDS:
PORSCHE, AUDI, VOLKSWAGEN, SKODA**

Showroom Openings, Motor shows, Cobranding, Sponsoring, Media Campaigns, B to B, Events : Golf Trophy, Touareg VIP Tour, Porsche Clinic Service, Football Tournament : Volkswagen Junior Masters, Audi and Porsche Launch Events

**October 2006 - March 2007 | PROCTER&GAMBLE NORTH WEST AFRICA –
Casablanca, Morocco**



Procter&Gamble

- Assistant Brand Manager on ARIEL Brand

**January 2006 - April 2006 | TRADE FACILITATION OFFICE CANADA –
Ottawa, Canada**



- Consultant for Dalmer Laboratories (Cuba)
- Develop Marketing Export Plans for ABEXOL medicine launch

**October 2005 - August 2006 | FOREIGN AFFAIRS MINISTRY –
Ottawa, Canada**



- Consultant for « Direction des Relations Économiques Internationales et du Sommet. »
- Benchmark study through Focus Groups

LANGUAGES & COMPUTER SKILLS

English: Fluent **French:** mother language **Arabic:** mother language

MICROSOFT OFFICE: POWERPOINT & PRESENTATIONS EXPERT

AWARDS & DISTINCTIONS

« **Maroc Numeric Cluster Innovation label** », Label: April 2018

<http://www.marocnumericcluster.org/>



« **Mazars Award for Panafrican Inclusion** », Award: March 2018

“*Le prix Inclusion Panafricaine de Mazars Group a récompensé AFRICA KEY PARTNERS.*”

<https://www.therollingnotes.com/2018/03/03/prix-futur-e-s-in-africa-prix-sprint-start-up/>



OCDE/Mena 100 Business Plan Competition, Award:

First prize: 30 000 USD Cash/Automotive Business Plan, Bahrein
MENA 100 Business Competition supports and inspires innovative entrepreneurship in the Middle East and North Africa.

<http://www.oecd.org/mena/competitiveness/mena100businessplancompetition.htm>

http://mena100.org/mena100_2009.php



International Visitor Leadership Program [IVLP]:

September 2018 - November 2015

« *Entrepreneurship as the Engine of Prosperity and Stability: Women Fostering Economic Security* » November 2015

« *Women Entrepreneurs: Alumni as Economic Multipliers* » September 2018
The International Visitor Leadership Program (IVLP) is the U.S. Department of State's premier professional exchange program.

<https://eca.state.gov/ivlp>



Cransmontana Forum : Distinction as « New Leader for Tomorrow 2015 »

The Crans Montana Forum of New Leaders for Tomorrow is a unique Community of young leaders from Africa, the Arab World, Far Eastern Europe, Central Asia, South-America and Far East selected thanks to their exceptional professional achievement and leadership experience in Businesses and Governments.

The Crans Montana Forum is a Swiss Non-Governmental International Organization whose importance and prestige have been globally well-established since since 1986. The Crans Montana Forum works to build a more Humane and Impartial World “Committed to a more Humane and Impartial World” and encourages international cooperation and overall growth.

<http://www.cmf.ch/index.php?page=21>



Rally AICHA DES GAZELLES: Off-Road Rally Pilot (Touareg V6 TDI)

It is the only Rally Raid for women only. Since 1990, the event has been bringing together women between 18 and 65 years of age, from 33 different countries, in the Moroccan desert.

<http://www.rallyaichadesgazelles.com/>



PRESS & CONFERENCES

Challenge: Mars 2019

«50 Femmes qui comptent au Maroc»

<https://www.challenge.ma/ces-50-femmes-qui-comptent-105820/>

Challenge: Mars 2019

Le Suisse Robertson Associates s'implante à Casablanca

<https://www.challenge.ma/le-suisse-robertson-associates-simplante-a-casablanca-106067/>

Maghreb Arab Press [MAP]: Mars 2017

« Asma Alaoui, une marocaine qui guide les partenaires-clés de l'Afrique » - Zineb Janati

<http://www.mapexpress.ma/actualite/opinions-et-debats/asma-alaoui-une-marocaine-qui-guide-les-partenaires-clés-de-lafrique/>

Challenge Magazine: April 2017

« Manager, Marketing expert, Coureuse automobile » - Norreddine El Abbassi

<http://www.challenge.ma/manager-marketing-expert-coureuse-automobile-80412/>

Femmes du Maroc Magazine : July-August 2017

« Rose 66 fleurit l'avenir des laissées-pour-compte » - Pauline Maiesterra

CONFERENCES: INTERNATIONAL KEYNOTE SPEAKER

Women's Economic Empowerment in the MENA Region, April 2010

http://usoeed.usmission.gov/women_empowerment_mena.html

“At the Entrepreneurship Summit in Washington last week, President **Obama** said that "real change comes from the bottom up, from the grassroots, starting with the dreams and passions of single individuals serving their communities. His words made me think of **Asma Alaoui** whom any of you heard speak at the Tunis conference last month. Asma is a young and ambitious woman from Morocco who holds business degrees from France and Canada.” *U.S. Ambassador to the OECD Karen Kornbluh, in Women's Economic Empowerment in the MENA Region, At the OECD-MENA Conference on Gender Equality in Government and Business.*

AFRICAN INVESTMENTS

<https://www.africaninvestments.co/speaker/asma-alaoui/>

MEDAWEEK

<http://www.medaeconomicweek.org/speakers/>

AFSIC

<https://www.afsic.net/2018speakers/#.Wh6Ti0qgKM8>

AFRICA PRIVATE WEALTH FORUM

<http://casablanca.fi-forum.com/>

BRITSHAM CONFERENCES

<http://www.britcham.ma/event/lafrique/>

AFRICA TRADE AND INVESTMENT GLOBAL SUMMIT

<http://atigs2018.com/speakers/>