

| BIO Express

2017 - À ce jour
Fondateur et Directeur Général,
Success Content Morocco

2009
Fondateur et Directeur Général,
Brand Activation Morocco

2004 - 2008
Manager Marketing Opérationnel,
Mediatecom

2004
Marketing Manager,
LG Electronics Morocco

2002 - 2003
Assistant Brand Manager,
Colgate Palmolive Maroc

1998
Diplômé de HEM
Spécialité Marketing

Othmane LARAQUI

Promotion 1998

Founder & General Manager

مؤسس و مدير عام
**Brand Activation Morocco &
Englishbooks.ma**



Secteur d'activité : Advertsing Agency &
E-Commerce

MON CURSUS À HEM, QUELQUES SOUVENIRS...

Sure ! My major was in Marketing and I have participated in a multitude of projects (Junior Entreprise, Real life projects during internships, Conferences...). I was fortunate to participate as well to different activities such as HEM Journal, Sports Activities, Cultural Events and Conference with keynote speakers....

My best memories are too many to mention. Just to name a few, Graduation day, preparing for exams and projects with HEM friends , attending lectures by Top of the notch Moroccan and International business thinkers, entrepreneurs and professionals & having fun and partying along the way !

What I miss most is the people, the staff, the faculty and the amazing friends I encountered.

MON 1^{ER} JOB APRÈS HEM...

I had already a few job proposals during my graduation year internship and I have applied at the same time to an MBA degree in International Marketing from a US university. So when I received a positive letter for my application , I didn't think twice . After finishing my graduate studies and graduating I came back home and I have been recruited 3 to 4 months after that by Colgate Palmolive Morocco as an Assistant Brand Manager.

L'IDÉE D'ENTREPRENDRE...

Well, both my late parents were entrepreneurs. Let me take this unique opportunity to honor them (Omar & Naila). They were my first mentors and encouraged me to become an entrepreneur. I have not joined the family business but created several businesses on my own.

Definitely, HEM played an important role in fostering my entrepreneurial spirit by giving me the opportunity to exchange with faculty members who were entrepreneurs and professionals working for big corporations and multinationals as well as the different projects that were included in our curriculum.

LES CHALLENGES RELEVÉS EN TANT QU'ENTREPRENEUR...

So many challenges ! But this is the thrill of the entrepreneurial journey ! Challenges ranging from finance, marketing, Sales, Human Resources, Legal, Strategy

POUR RÉUSSIR SON EXPÉRIENCE D'ENTREPRENEURIAT, QUELQUES CONSEILS À PARTAGER...

They have to be resilient facing the many challenges they will encounter. They should not be afraid of failures because it is an integral part of their future successes. Fail Often Fail Fast ! If they believe that they have a great idea that bring value to the marketplace, go for it !

Don't waste too much time in planning even if it is important, it's the real feed-back of the market and real customers that will give you the necessary adjustments to make on your offer and succeed.

Last but not least, keep learning ! Learning does not stop after your graduation. It is your capacity to update your knowledge and your skills on a continuous basis that will give you an edge as an entrepreneur and in life in general.

SI J'AI À DÉCRIRE HEM EN UNE SEULE PHRASE...

HEM : An Institution that instills in its alumni the passion for lifetime learning and bringing value to their communities.

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