

MOUSTAHCINE M'BAREK

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PROFILE

Quality and business manager with strong process, audit, and growth expertise. Action-oriented and results-focused.

EXPERIENCE

Business Development Manager | Hefei Growking Optoelectronic Technology Co., Ltd – Remote (China)
Apr 2025 – Present

- Drive business growth across African markets for AI sorting machines.
- Build partnerships with distributors and industrial clients.
- Handle offers, negotiations, and after-sales follow-up.
- Coordinate technical support and client communications.

Key Results: Expanded market reach, signed new distributors, boosted client engagement.

Quality Manager | Ferti Africa – El Jadida, Morocco
Apr 2023 – Mar 2025

- Managed KPIs, audits, and continuous improvement actions.
- Resolved complaints and implemented corrective measures.
- Trained teams and ensured ISO compliance.

Results: -4% product returns, +14% customer satisfaction, ISO 9001 Certificate.

Quality Manager | Qualicsa International – Casablanca, Morocco
Mar 2021 – Mar 2023

- Managed audits, documentation, and corrective actions.
- Drove continuous improvement and ensured compliance.

Results: +12% client satisfaction, ISO 17025 accreditation.

EDUCATION

University of Chouaib Doukkali – El Jadida, Morocco

- Master's in Analytical Chemistry & Quality Approach (2017–2019)
- Bachelor's in Analytical Chemistry & Quality Control (2014–2017)

SKILLS

Quality Management • Business Development • Process Optimization • Risk Management