

# MOUSTAHCINE M'BAREK

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## PROFILE

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

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## 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.

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## 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)
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## SKILLS

Quality Management • Business Development • Process Optimization • Risk Management