

# Mohamed Reda KABBAJ

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## PROFESSIONAL PROFILE

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- Senior Business Consultant/Entrepreneur with 12+ years of experience, who helps business, supports their transformational growth strategy and maintaining the utmost confidentiality.
- Strategic thinker with a well-rounded understanding of strategic and business planning, global capital markets, and business operations of emerging growth and large corporate clients.
- Understanding of the policy framework and technologies regarding water, waste-to-energy, and UN SDGs goals 2030 agenda.

## PROFESSIONAL EXPERIENCE

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### WASTE-TO-ENERGY RESEARCH & TECHNOLOGY COUNCIL, Montreal, QC, CANADA

*Chair, October 2019-present*

- The WtERT Canada Chapter is part of the Earth Engineering Center at Columbia University in New York. Columbia University is one of the world's most important centers of research and at the same time a distinctive and distinguished learning environment among top ranked universities worldwide.
- Promote research and innovation in sustainable technologies by bringing together engineers, scientists and managers from industry and universities to identify and advance the best available Energy from Waste (EfW), technologies for the recovery of energy or fuels from solid wastes, as well as to share information among developed and developing countries.
- Working to establish links and partnership with universities in Montreal such as Concordia, McGill and Polytechnique to collaborate on topics on waste-to-energy and update and maintain the website [www.wtert.ca](http://www.wtert.ca).
- Target government institutions and public or private companies involved in waste management and civil society to foster collaboration and sharing and dissemination of credible information to build strong opinion that technology such waste-to-energy has an important role to play to reduce GHG and landfills.

### CONCORDIA CLEAN TECH Inc., Montreal, QC, CANADA

*Entrepreneur & Co-founder, May 2019-present*

- Holistic waste management and renewable energy generation company, delivering leading technologies for municipal solid waste, our goal is to divert waste from landfill, instead turn it into energy to protect the environment and reduce fossil fuel consumption by supporting the Montreal plan of 2020-2025 to divert 85% of waste from landfills.
- CCT has a joint venture partnership with leading investment and construction firms from the USA and CHINA to introduce Chinese know-how and State-of-The-Art technologies for waste management.

### MINA CONNECT LLC, Philadelphia, PA, USA

*Entrepreneur & Associate Partner, April 2016-present*

- Consult and advise Tetra Tech, Inc. NASDAQ: TTEK, to introduce and promote State-of-The-Art waste-to-energy solution to private and public entities, including municipalities, regional council and ministries; Developing and presenting client presentations in public speaking and representative of relevant authorities.
- Completed the initial phase of two studies to determine the technical, economic and environmental feasibility of 3,000 and 1,500 tons per day municipal solid waste plant for two cities of Morocco. The study included a site visit and initial review of the suitability of the proposed plant in BOOT form of project financing to economically convert waste into electricity transported via the grid of the National Electric Company for the use of the Commune.
- Conduct research, compile data and prepare papers for consideration and presentation for clients and partners.
- Leading a due diligence for a Chinese mining company for a joint venture with local company who own mining permits for extractions of Zirconium; conduct preliminary economic assessments and project environmental impact with the relevant authorities and stakeholders.
- Advise Swedish Energy Service Company (ESCO) to expend its solar business into Morocco; Analyzing the market and renewable energy framework.

### **THE MACARTHUR COMPANY, Casablanca, Morocco**

*Finance Specialist, April 2014-Mars 2016*

- Drive and improve working capital analysis and presentation for management.
- Create and maintain detailed records of day-to-day accounting and payroll transactions and perform ad hoc reports for reporting to senior management.
- Ensure compliance with accounting requirement and corporate invoice guidelines by reviewing and analyzing it
- Managing office; Team player and ability to establish strong professional relationships and interact with clients, subcontractors, and staff at all levels.
- Implement new tools for digitalization of all tax filings required by the state and optimize of all aspects of business transactions with objective of less paperwork.
- Leading pre-sales until closing with prospects for seminars of change management & simulation business training.
- Provide assistance in logistic and management support for several consulting project.

### **VARUN BEVERAGES LIMITED PEPSICO, Casablanca, Morocco**

*Key Account Responsible, October 2013-Mars 2014*

- Grow market share within a designated territory of the region of Casablanca through the combination of acquiring new business and increasing share within the existing client base; providing the highest level of customer service possible.
- Develop sales strategy and plan for key account (Hotels and Franchise) to meet personal sales targets. Maintains profiles on key customers including customer capacity, process information, and products used and demand volumes, competitor share information, expansion plans and organization structure.

### **DARKNET, Casablanca, Morocco**

*Co-founder Start Up, August 2012-October 2013*

- Web Development and hosting, security networking, open source solutions: implementation and consulting Linux system administration
- Consult and assist Canadian real estate developer for investment in MICE venue under the national tourism strategy to reach 20 Millions tourists in 2020.
- Conduct market research and elaborate business plan to switch real estate program for residential into Apart hotel; advise on marketing and financing the project through several financial instruments.

### **FIDUCIAIRE INTERNATIONALE, Casablanca, Morocco**

*Auditor consultant, April 2010-July 2012*

- Assists with the preparation of audit work papers, providing documentation and explanations as outlined in procedures.
- Perform various audits of company records and working with external and internal auditors.
- Assist management with budgeting, variance analysis, management reporting and help identify areas to improve process error-free.
- Providing assistance to the CPA in the preparation of the annual financial statement; reviews shareholder reports and reviews/checks financial/accounting data for accuracy.
- Providing assistance to prepare and draft fiscal declaration of the tax return, VAT, income and social security.
- Re-branded parent Audit Company including communication and target International Alliances of Accounting Associations; resulted in new business in Morocco.
- Leading change management mission for international food franchise to restore suppliers relations, POS system change, supply chain sourcing, Food quality standards.
- Responsible for initial transition of staff operation from former owned franchise to locally owned restaurant.

## **EDUCATION**

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### **THE UNIVERSITY OF OKLAHOMA, Norman, OK, USA**

*Reciprocal Exchange Study Abroad Program 2009*

- Completed coursework in audit, management and finance following US GAAP and Anglo-Saxon practices.
- Gained fluency of the English language and basics of Spanish
- Learned how to adapt and adjust to new environments and culture despite language barriers.

### **IAE AUVERGNE SCHOOL OF MANAGEMENT, Clermont-Ferrand, France**

*Master's degree in Audit, Accountancy and Control 2008*

- Master's program regroups all the skills necessary to master auditing, financial control and accounting.
- Combination of training and work in company during the program in Paris.
- Selected among 3 students to participate in exchange program in the USA with scholarship support of the city council of Clermont-Ferrand.

## **ADDITIONAL SKILLS**

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- Proficient in Microsoft Office, Open Source and ERP
- Trilingual French, English and Arabic
- Certification of completion of The *7 Habits of Highly Effective People*<sup>®</sup> training to increase professional effectiveness.
- Trained in behavioral change Management simulation by working in a multiple stakeholder scenario, that challenge to obtain approval across a range of interested parties that have different motives and often-conflicting interests.
- Volunteer at the Kenya Honorary Consulate in Morocco to support economic and consular mission.