ABDALLAH KOUKI

CRM Business Architect - Salesforce Solution Architect

43 years old - Driving License
- Nantes (44000) France

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Salesforce | Pardot | Marketing automation | Adobe Neolane | CRM

I'm a CRM Jack of all trades. I have held a variety of roles in my career (Tech lead, Business Analyst, ,Manager, Stream Leader, Marketing-Loyalty consultant, ...) mainly on CRM topics. I am a Certified Salesforce Administrator, Developer,Service & Sales Cloud, Salesforce CPQ, Salesforce Map and Pardot Consultant. I graduated from MIAGE Nantes in France. I have a keen interest in Business Systems and helping business save time and money through the use of new technology.

-Speak : French, English, Arabic, Italian, Spanish

EXPERIENCES

CRM Offer Lead

Capgemini - Since April 2025

- Drive booking on an CRM offer (Empower Sales, Augmented Services) and strategic responses
- GTM Strategy : Define the strategic vision for CRM offer, analyzing the market and aligning with internal stakeholders.
- MArket Analysis :
  Conduct market analysis and competitive intelligence to identify opportunities and trends
- Decide the partner strategy and animate tactical partners (Salesforce, Servicenow, Microsoft Dynamics, Pega)
- Facilitates innovation through collaboration with niche partners (Genesys, Amazon connect...)
- Promote our CRM offer with a consistent message: clients, analysts, medias, advisors, partners.
- Development of innovative assets via partners and funding to address the market needs ("CRM Commercial efficiency framework", "AgenticAI_UC_Contact_Center_)

Salesforce COE, Head of Energy & Utilities / SPS

Capgemini - April 2023 to April 2025

- Oversees the opportunities and the booking of all presales & solutioning activities in link with Salesforce for the E&U industry.
- Contribute to most strategic deals on Salesforce E&U (EDF, Engie, Suez...)
- Single Point of Contact of Salesforce for any E&U topic on the France market
- Booking growth (weight: 60%) and pipe generation leading strategic opportunities
- Ensure Certification & Capabilities alignment between market needs and resources
- High level of expertise on E&U industry, on CX transformation projects

Salesforce COE, Head of Public Sector & Service

Capgemini - April 2021 to April 2023

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SKILLS

Formations & Certifications

- SalesForce (ADM201, DEV401,Service Cloud,Sales cloud;App Builder;CPQ, Experience cloud) ★★★★★
- Microsoft Dynamics CRM ★★★½☆
- Pardot ★★★★★
- Salesforce marketing cloud ★★★½☆
- Coheris CRM ★★★★½
- Adobe Campaign (Ex Neolane) ★★★½☆
- AGILE (SAFE) ★★★★½
- Salesforce Einstein Analytics Accredited ★★★★☆
- Salesforce Community ★★★★☆
- • Salesforce CPQ
  - Avancé
- SAFe SPC

Fonctionnelle

- Customer Relationship Management ★★★★★
- Insurance ★★★½☆
- Bid Management (CRM, Dynamics, Coheris...) ★★★★☆
- Consulting (Digital transformation)

Techniques

- SalesForce ★★★★★
- Microsoft Dynamics CRM ★★★½☆
- Coheris CRM ★★★★½
- Adobe Campaign (Ex Neolane) ★★★½☆
- Oracle SOA ★★★½☆
- Oracle BPEL ★★★☆☆
- E-deal ★★½☆☆
- Akio ★★½☆☆

- Passionate about innovation and customer/Citizen experience. I lead the new Salesforce vertical "public sector" for Capgemini clients.
- Building an efficient business model by a coordinated effort for Public sector transformation(Sales, Partner, Client, Delivery)
- People development, Talent management, Customer high value-added
- Work in close collaboration with valuable companies (SNCF, AFKLM, PSA Bank, Randstad,CNR...)

♠ Head of CRM Ouest ♠ Salesforce / Ms dynamics / CPQ

Capgemini - January 2019 to March 2021

- Leading the CRM - Salesforce - MS Dynamics - CPQ and consultancy practice at NANTES. about 70 people and a lot of challenges !!
- Thinks outside the box, and support many customers in their user centric transformation as Business Architect (AUCHAN,SNCF,COVEA,PSA,TRIPADVISOR...)

Manager - CRM Expert

Capgemini - Since 2015 - Nantes - France

- Salesforce Stream Leader (Nantes)
- Bid Manager avant Ventes CRM (Salesforce)
- Expert Salesforce - Pardot
- Membre de la design Authority SNCF Emraude
- Déploiement de projet dans plus de 25 pays

Salesforce Solution Architect - SNCF

SNCF - Since October 2016

- As a member of the Design Authority, arbitration before conceptual and technical choices
- Management of the NACRE project team (Centralized management of customer requests V2)
- Preparation of workshops Steering Committee
- Coordination of the writing of the functional specifications

CRM Manager - Expert Salesforce

Auchan - January 2018 to September 2018

- Accompanying Auchan in a digital transformation program (from Product Centric to Customer Centric)
  Simplification of the customer experience Personalization of offers
  Digitalization and harmonization of communication
  Setting up the project (Resources, Organizations, Bodies) - Distributed delivery (15-20 FTE between France and Portugal)Management of the authorities (Cosui, Copil) with the customer and the editorSupervision of the writing of the US and the implementation of the solution with the minimum of custom (Adopt VS Adapt)Implementation of the :
  Cloud service Marketing Cloud Community Integration with the ecosytem
- Tools
  Salesforce
  Talend

Expert CRM - Salesforce

La poste - June 2014 to September 2015 - Nantes - France

- Initialization of a service center (Viapost, DAPO, DSEM, Digital Branch)
- Etudes de cadrage et expertise Salesforce
- Scoping studies and Salesforce expertise
- Coordination/management of contributors and developers
- Prototyping for 650 users

- Workey Clog (BPM) ★★★☆☆
- L'univers JAVA / J2EE ★★★☆☆
- Microsoft .net ★★☆☆☆

Langues

- French
- English
- Arabic
- Italian
- Spanish

INTERESTS

Music

- Music production
- DJ

Sport

Football

- Animation of the demonstrations and workshops of restitution

Project Manager, Multi-risk New Business Process and Endorsement (BPM)

MMA - September 2014 to May 2015 - Le mans - France

As part of the implementation of the Insurance business processes. Leading the implementation of multi-risk new business and endorsement processes.

CRM App Manager

Groupe Beaumanoir - October 2014 to 2015 - Saint malo - France

- Ensure the proper functioning and improve the performance of the application suite ADOBE CAMPAIGN (ex Neolane).
- Adobe Campaign Referent (Neolane)
- Data Quality Management
- Deliverability
- Project management

Expert CRM - Project Manager

Business Decision (Employeur) - October 2007 to September 2015 - Full-time - Nantes - France

- Lead or participate in the implementation of one or more phases of an IT project
- Carry out projects in different modes (Contract, Fixed price, CDS, At the customer's premises...
- Participate as an expert in the capitalization of knowledge, by guaranteeing good practices
- Guarantee the coherence of the technical architecture within the framework of the projects on which I intervene
- Guarantee the coherence of the technical architecture within the framework of the projects
- Provide technical and functional expertise during pre-sales
- Maintain relationships with partners (CRM editors)
- Assist the client in the formulation of his needs
- Assist the whole team on the issues for which he is responsible

Project Manager, Claims Pilot Process Level 2 (BPM)

MMA - June 2013 to July 2014 - Le Mans - France

- Lead throughout the project, the implementation of a pilot process to manage customer complaints level 2 (In production since 06/2014)
- Project management roles:
  - Define a project plan (actors, planning, loads...)
  - Animate and follow the project progress
  - Define a provisional schedule and ensure that deadlines are met
  - Centralize the exchanges between the actors involved in the project (MOE, MOA, Architects, Editors...)
  - Supervise the developments
  - Manage the MOE and the VMOA
  - Manage the project and be identified as the contact person for the project management.
  - Prepare the homologation and production launch phases

Functional and design role

Expert CRM - Adobe Campaign (Ex Neolane)

Groupe Yves Rocher - August 2014 to November 2014 - Nantes - France

Technical and functional expertise on the Adobe Campaign solution

Technical Manager, Caisse des Dépôts service center (Coheris CRM)

Caisse des dépôts - January 2012 to January 2014 - Nantes - Bordeaux - France

Implementation of a CRM software package (Coheris) within the Fund's "CUSTOMER RELATIONSHIP MANAGEMENT" IS, managing the relationship and follow-up of retiree files.

Consultant Expert, CRM

Caisse des dépôt - September 2011 to January 2012 - Bordeaux - France

- Coheris CRM Consulting and Technical Expertise
- Framing of the implementation of a Coheris CRM service center.
  - Audit of the existing CRM solution
  - Parameterization of the Coheris CRM solution
  - Integration of Coheris and interfacing with the entire IS
  - Participation in functional workshops and writing of reports
  - Implementation of methods, procedures and tools for the constitution and delivery of standard and specific configuration objects
  - Specification and execution of test scenarios
  - Technical and functional assistance to the module managers, the project manager and the project owner
  - Animation of weekly meetings with the managers of the teams MOA, MOE, Production

Expert Consultant CRM/IT

JES - January 2011 to August 2011 - Nantes - France

Implementation of a Customer Relationship Management tool, managing the entire after-sales service process (Coheris CRM)

Consultant IT, CRM

Inter Mutuelles Téléassistance - April 2010 to December 2010 - Nantes

- The implementation of a "customer relationship management" tool in order to provide a global vision of the life of the contracts (Inter Mutuelles Teleassistance).
- Technical environment : COHERIS, Sql server 2005, SQL Client, Rhinoscript, JEE 5, Blueway EAI.

Consultant IT, CRM

SNCF - DSIV - October 2009 to April 2010 - Nantes

- OUVERTURE MULTI CANAL CLIENTS GRANDS VOYAGEURS (AKIO, Siebel)
- Maintenance of a customer complaint management platform (frequent flyers).
- Toolse :
  AKIO
  Siebel

Consultant IT(J2EE, Alfresco)

SEM REGION PAYS DE LA LOIRE - April 2009 to October 2009 - Nantes - France

The realization of a federated platform of services and data for the tourist offers to the professionals of tourism of the region pays de la loire. This platform includes a management extranet and front-office sites for the general public.

Consultant IT, CRM

INTER MUTUELLES ASSISTANCE - March 2008 to April 2009 - Niort - France

- RUN of the CRM tool , by identifying the needs in collaboration with business teams
- Tools:
  Coheris
  Salesforce

Consultant IT(J2EE)

AFSSA - October 2007 to March 2008 - Nantes - France

- Implementation of a process management tool (Workflow / BPM).
- Tools:
  Workey.

Consultant IT(J2EE)

Sodifrance - April 2007 to September 2007 - Nantes - France

- La mise en place d'un processus de migration automatisée d'un socle applicatif en Smalltalk vers du Java.
- Environnement technique : Smalltalk, Java, MIA Softwares.

Consultant ERP

PROGINOV - November 2006 to April 2007 - Internship - Nantes - France

Tools :
Progress, BD Progress, Html, Power Amc Designer.

Consultant IT(.net)

Innotech Consulting - January 2006 to June 2006 - Internship - Tunis - Tunisia

- Objet: Développement d'un module (gestion prestation) dans une application destinée au secteur hospitalier.
- Environnement technique : VB.net, SQL server,Rational Rose.

EDUCATION

DU-IRIAF Understanding Insurance

UNIVERSITÉ DE POITIERS

January 2012 to January 2013

The DU "Understanding Insurance: Concepts, Organizations, Products", open only to employees proposed by their employer within the limits of available places (15 student-employees maximum).

The objective is to complement, through general skills and knowledge of the insurance sector, the technical skills of employees of subcontracting companies of insurance companies (SSII for example). This training allows these employees to understand the major issues of the insurance sector, in particular the position of the Niort mutuals, to understand the elements of managerial and decision-making organization and to understand the elements of operation of the insurance sector (distribution, products, etc.).

http://iriaf.univ-poitiers.fr/

Master II MIAGE

UNIVERSITÉ DE NANTES

September 2006 to June 2007

The MIAGE (Computer Methods Applied to Business Management) program aims to train executives specialized in the engineering of information and decision-making systems in companies. These executives must be able to optimize the current and future functioning of an organization through the methods and technologies of information technology while respecting functional, technical, legal and financial expectations.

http://miage.univ-nantes.fr

Master I MIAGE

INSTITUT SUPERIEUR DE GESTION DE TUNIS - TUNIS

INTERNATIONAL SCHOOL OF BUSINESS ISG

September 2002 to June 2006