



ILHAM SEBTI

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Entrepreneur, Humanitarian, Procter & Gamble Senior Brand Manager

After 10 fulfilling years in the corporate world, I decided to pursue my purpose to protect and improve human health and wellbeing worldwide.

Since 2010 I have mentored 300+ Yoga and Pilates students and founded a growing start-up with the intent to bring quality experiential learning programs to children in the UAE.

While these projects are still thriving, I am seeking a new challenge as a marketing or managerial lead in a humanitarian organization.

EDUCATION

UNIVERSITY OF GENEVA

Diploma Of Advanced Studies
Strategic and Operational Philanthropy

UC DAVIS

Certificate : Fundraising and Development foundations

WEBSTER UNIVERSITY GENEVA

ECOLE SUPÉRIEURE DE MANAGEMENT GENEVA

BA, BS Marketing major 1995-2001

STOTT PILATES I YOGA ALLIANCE

Fully certified Stott Pilates teacher on all apparatus in 2009
Yoga Alliance certified teacher in 2010

LANGUAGES

Fluent in English
Fluent in French & Arabic
Conversational in Spanish

NATIONALITIES

Swiss, Moroccan

ENTREPRENEURIAL EXPERIENCE

AVENTURAPARKS DUBAI

Dubai | Dec 2020 - present

Marketing director, part of the executive committee

- Strengthened Aventuraparks' positioning in the market behind an in depth analysis and strong strategies in place, which increased footfall by 30% to in 2 years.
- Expanded digital social media presence and improved acquisition and engagement ROI, doubled active followers on IG.
- Integrated Science Made Fun to Aventuraparks. Delivering science school workshops using Aventuraparks operational forces.

SMF DUBAI

Dubai | Sep 2016 - present

Creator of the "Science Made Fun" after-school educational program in Dubai. Leading quality experiential learning programs for children across schools and educational fairs

- Managing a team of 20+ science instructors
- Attained profitability by the 3rd year with \$200 K of sales
- Diversified the franchise portfolio with new product launches
- Developed exclusive partnerships with key players including ASD, LIGP and Kings (the UAE's most prestigious schools)

THE YOGA ALLIANCE STOTT PILATES

Worldwide | 2010 - present

Worldwide | 2009 - present

Mentor, teacher and retreats leader across the US, Asia, Europe and Africa

- Trained by Josef Pilates' direct students in the US and UK
- Currently teaching mat & reformer Pilates and Yoga classes in Dubai as a free lancer, Mentored 300+ students over 11 years

HUMANITARIAN WORK

ENTHEOS

Jordan (Irbid, Zarqa) | 2019- present
Zambia | June 2018

Volunteer in field missions with the American Private Audiology Cooperative

- Assisted Dr Ghassan Alusi with special care patients and ENT material handling for over 60 patients a day

BHAKTI YOGA - GULF FOR GOOD

UAE & India | 2016 - Present

Volunteer, in field missions and yoga mentor

- Raised awareness on environmental and public health issues

CORPORATE BACKGROUND

PROCTER & GAMBLE (CEE & EMEA)

Senior Brand Manager

Dubai | Jul 2005 - Feb 2009

Responsible for Gillette Personal Cleansing Category for the Arabian Peninsula

- Re-launched the deodorant category, moving from 3% to 8% market share within men care segment within a year

Brand Manager

Geneva | Nov 2004 - Aug 2005

Responsible for the Beauty Care business strategy and exploitation initiatives including brand profit and volume as well as project payout (NPV)

- Portfolio expansion and re-launch of existing products with a P&L of 150 M USD in Trading profit
- Management of a pluri-disciplinary team of 12 people (marketing, finance, R&D, trade, advertising agencies)

Marketing Assistant

Geneva | May 1999 - Oct 2004