

## Contact

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## Education

- Master of Business Administration
  - European Business Management Academy2019 - 2021
- Innovation Management
  - International Business Management Institute (IBMI)2019 - 2020
- Sports Management
  - Study 365 (UK)2018 - 2019
- Bachelor's degree Graphics Arts
  - INSIAG INSTITUT DES ARTS GRAPHIQUES2002 - 2005



## Work

- Business Development and Translation Manager at CR Belouizdad (Algeria)
  - Uplifting the brand image.
  - Expanding the market share.
  - Developing the range of products.
  - Preparing the Marketing plans and budgets.
  - Sponsorship sales and activations.
  - Managing the match day activities and events.2018 -
- Manager at ALGMONT SPORTS MANAGEMENT (Montenegro)
  - Development of marketing strategy and business development
  - Development portfolio Key Accounts
  - Managing of international projects (Europe)
  - Creation and organization of Business Development
  - Increase cross-selling between our teams2012 - 2018

## Hobbies



Reading



Traveling



Photograph



## Profile

- 13 years of International experience in PR, Events, Marketing and Business Development in the professional services sector.
- Business plans elaboration.
- Development & Implementation of marketing plans.
- Development portfolio of major global accounts.
- Event organizations.



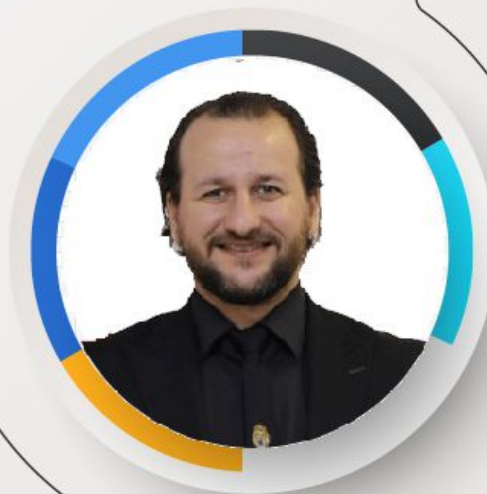
## Skills

Communication	<div></div>
Negotiation	<div></div>
Creativity	<div></div>
Strategy	<div></div>
Business	<div></div>



## Language

Arabic	<div></div>
French	<div></div>
English	<div></div>
Italian	<div></div>
Serbian	<div></div>



**Amine**  
**SBIA**

Business Development  
Manager

Sports Traduction





# Amine Sbja

Innovation Manager - Business Development - PR - Marketing Manager – Event Organiser

36 years, Married, 02 Childrens

## Experiences

### Business Development Manager

*Chabab Riadhi Belouizdad (1<sup>st</sup> Algerian league, Football)- CDI - October 2018, ongoing*

- Uplifting the brand image.
- Expanding the market share.
- Developing the range of products.
- Preparing the Marketing portfolio, Marketing Plans and Sponsorship packages.
- Preparing the Marketing plans and budgets.
- Sponsorship sales and activations..
- Managing all the marketing requirements.
- Preparing different fan engagement programs and activations during the matches.
- Managing all marketing related issues.
- Managing the match day activities and events.
- Handling the match abonnement and Invitations responsibilities at the Club.

### Manager

*ALGMONT Sport Management - MONTENEGRO - CDI - july 2012, September 2018*

- Travel agency Bon Voyage
- Algmt Sport Management

### InterNations Ambassador Montenegro

*Expat network - January 2017 – September 2018*

### Head of International relations / Communication

*Algerian Forum for the Citizenship and Modernity -- FACM – October 2014 - ongoing*

### Manager

*THE MUSTANGUE COM - Algiers - April 2007, June 2012*

- ▶ Development of marketing strategy and business development
- ▶ Development portfolio Key Accounts
- ▶ Managing of international projects (Europe)
- ▶ Creation and organization of Business Development
- ▶ Increase cross-selling between our teams

### PR / Marketing Manager

*THE MUSTANGUE COM - Algiers - May 2005 – April 2007*

- ▶ Design methodology marketing plan for deployment in the country
- ▶ Implementation of action plans by target countries, in collaboration with partners and marketing directors
- ▶ Analysis of customer satisfaction programs implemented in each region
- ▶ Deployment programs aimed at positioning offers THE MUSTANGUE for our core businesses

### Marketing Consultant

- ▶ Responsible for developing a portfolio of clients
- ▶ Project Manager for several marketing and communication programs including events, media relations and institutional sponsorship

## Contact

### Mobile

+213797 355 602 (Viber)

+213 797 355 602 (WhatsApp)

+213 542 845 411

### ✉ Email

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## Presentation

- 13 years of international experience in Marketing and Business Development in the professional services sector
- Elaboration de business plans
- Development & implementation of marketing plans
- Development portfolio of major global accounts
- Event organizations

## Marketing

- ▶ Design and implementation of marketing map
- ▶ Development of market research (market, competition, customers, targets)
- ▶ Definition of positioning strategies Openings vs. target
- ▶ Establishment of performance indicators
- ▶ Monitoring of action plans
- ▶ Analysis of financial data
- ▶ Analysis and mapping of the customer portfolio
- ▶ budget monitoring

## Business development

- ▶ Development of business plans by service line
- ▶ Development of a portfolio of Great Global Accounts
- ▶ Animation of customer teams
- ▶ Specific action plan by customer
- ▶ Preparation of responses to tenders
- ▶ Cross-selling programs

## Project Management

- ▶ Organization of international projects
- ▶ Constitution and team leadership
- ▶ Implementation planning
- ▶ Post project monitoring
- ▶ Analysis of performance indicators

## Data Processing

- ▶ Perfect mastery of the Microsoft Office suite, PAO

## Budgets

- ▶ Development and allocation of annual budgets by service line
- ▶ Implementation of periodic reporting
- ▶ Monthly monitoring of budget statements

## Projects EU / PNUD

- ▶ Project AL-083: Migration and Development
- ▶ Project AL-188: Capitalize on Migrant Capacities
- ▶ Project Development Education and Awareness Raising (DEAR)
- ▶ Project MedEquality

## Languages

- Arabic : curent
- Italian : curent
- French : curent
- English : Good
- Serbian : Medium

## Education

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### **Innovation Management -- International Business Management Institute**

2019 - 2020

### **Sports Management -- Study365**

2019 - 2020

### **Sports Facility Management -- Udemy**

2020

### **Hotel & Catering Management -- International Open Academy**

2020

### **International Politics-- International Business Management Institute**

2019

### **Project Development Education and Awareness Raising – The Hague Academy for Local Governance**

2015

### **BTS Marketing, ISCAPI – Calabria - Italy**

2004 – 2005

### **BTS Graphics Arts - INSIAG, Algiers - Algeria**

2001 – 2004

## Events Management

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### **Economic event**

- Algeria – Montenegro Business Forum, December 2016, Chambers of Commerce, Podgorica, Montenegro
- Algeria – Sicilia Business Forum, November 2012, Chambers of Commerce, Palermo, Italy

### **Fashion**

- Organizer Miss Globe Algeria 2011, Hilton Hotel, Algiers, Algeria
- Organizer Miss Globe Algeria 2012, Hilton Hotel, Algiers Algeria
- Organizer Miss Globe Algeria 2013, Renaissance Hotel (Marriott Group), Tlemcen, Algeria
- Organizer Miss Globe Algeria 2014, Renaissance Hotel (Marriott group), Tlemcen, Algeria
- Organizer Algiers Fashion Night 2013, 2014
- Organizer Miss Diamond of the World 2015, Phoenix Hotel, Oran, Algeria
- Organizer Miss Diamond of the World 2016, Sofitel Hotel, Algiers, Algeria
- Organizer Miss Diamond Russia 2017, Tula Theatre, Tula City, Russia
- Organizer Miss Diamond Montenegro 2017, Queen of Montenegro Hotel, Budva, Montenegro
- Organizer Miss Diamond Algeria 2017, Theatre, Algiers, Algeria

### **Clubbing & Concert & Art**

- Glam RnB/House party with DJ M-ICE (french dj), 05 december 2007, Hilton Hotel, Algiers
- Magic System (famous French band), 11 july 2008, Annaba city
- Emotion spectacle (cabaret spectacle with ukrainian group), 10 july 2009, Sheraton Hotel, Algiers

### **Symposium**

- Development prospects of cooperation between cities and Euro-Mediterranean region, 24 June 2006, El Aurassi Hotel, Algiers;
- Equality of opportunities, 07 march 2007, National bibliotheque, Algiers;
- Good governance, economic development condition, 07 June 2007, University, Annaba city;
- Environment and Sustainable Development to the test of good governance, 17 May 2008, Sheraton Hotel, Algiers;
- Good governance between public service and citizen participation, 08 November 2008, University, Setif city;
- Good governance and decentralized development> trends and challenges, 09 November 2008, University, Batna city;
- Development of Saharan agriculture through the use of solar energy and its impact on the environment and climate change, 20-21 February, Ghardaia city.

## Sports

- Training camp with 06 International friendly match for Mouloudia Club Alger (MC Alger);
- Training camp with 04 International friendly match for Chabab Riadhi Belouizdad (CR Belouizdad);

With M. Laurent Colette,  
General Director of Olympique de Marseille



With M. Basile Boli,  
Legend of Olympique de Marseille



With M. Dejan Savicevic,  
President of Montenegrin FA



## Partnership with FC Koln (Bundesliga, Germany)



## Some events in Africa



## With Technical Director, M. Boualem Charef



## With Coach M. Abdelkader Amrani



## In FIFA Offices



## Press Conference



## With Algerian Champion trophy



## Working days



## In Ghanian FA



## Speech in International conferences



## Lunching Esport Team



## Ex players homage

