



Youness Belhaj

Workforce Management Lead · Data & AI Expert

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Driving licence · Open to relocation in France · Remote or on-site

PROFILE

Workforce Management lead with **10+ years of experience** steering large-scale operations (up to **1000+ people, 5 countries, EMEA scope**). I turn data into decisions: forecasting, capacity planning, performance steering and cost optimisation. As a multi-site WFM team manager, I combine analytical rigour, financial insight and change management — an expertise that transfers to any data-driven industry (services, banking, insurance, energy...). Hybrid profile: also a developer and data & AI enthusiast, I build my own decision-support tools.

KEY SKILLS

Workforce Management

Forecasting Capacity planning Intraday steering
Cost optimisation

BI & Data

Power BI Tableau SAP Advanced Excel

Tech & AI

SQL HTML/CSS/JS PHP Next.js Generative AI

Languages

Arabic — native French — fluent English — professional

PROFESSIONAL EXPERIENCE

Workforce Management Lead · Armatix

Since June 2025

Lille, France

- WFM lead on high-stakes, large-scale operations — accountable for operational performance and cost optimisation.
- Direct management of WFM teams and strategic steering of capacity levers: forecast accuracy, cost control, service-level targets.
- Key driver of organisational transformation and continuous improvement, at the crossroads of financial performance, operational excellence and team engagement.

Account WFM Manager — multi-site / multi-country · Teleperformance

Jul. 2024 — May 2025

Dakar, Senegal

- Planning & statistics lead for a multi-site, multi-country account.
- Coordinated forecasting, sizing and performance tracking across the whole scope.

Regional WFM Manager (EMEA) · Majorel

Jun. 2022 — Jul. 2024

Dakar, Senegal

- Regional WFM coordination across EMEA (up to 1000+ people, 5 countries).
- Harmonised planning and statistics methods across sites.

Local WFM Manager · Majorel

Jul. 2020 — Jun. 2022

Dakar, Senegal

- Upskilling of a team: activity RPS, statistics/planning analysts and flow controllers.
- Accountable for KPIs and operational trajectories.
- Designed and maintained decision-support dashboards and tools.
- Site financial steering and impact analysis.

Senior Reporting Analyst · Webhelp

Jul. 2019 — Jul. 2020

Agadir, Morocco

- Designed and rolled out reports and dashboards on Power BI and Excel.
- Automated existing reporting and implemented new solutions.
- Financial dashboards aligned with each business unit's economic model.

Supervisor → Senior Activity Supervisor · Webhelp

2016 — 2019

Agadir, Morocco

- Managed advisor then supervisor teams; tracked performance and KPIs.
- Set up individual and collective objective-tracking systems.
- Reporting, planning and resource allocation (adherence files).

Web Developer — Freelance · Self-employed

2013 – 2016

Remote

- Built websites (showcase, e-commerce, job boards) and custom management apps.
- Created visual identities and brand charters.

EDUCATION

Business Management (BAC+3)

2015 – 2016

ISIAM — Agadir, Morocco

Computer Science (DUT)

2011 – 2013

École Supérieure de Technologie — Agadir, Morocco

Maths-Science Baccalaureate

2011

El Badissi — Al Hoceïma, Morocco

STRENGTHS

- Leadership
- Management
- Data analysis
- Adaptability
- Communication

INTERESTS

- Fishing
- Photography
- Sport
- Travel
- 3D printing