



## **Hayat BOUDHAN**

### **Marketing Manager**

Born on 25-06-1967 in Nador Morocco. I am the winner of the Higher Institute of Commerce and Business Administration (promotion 1990 marketing option) and I hold a diploma in-depth strategic marketing graduate studies at the University of Juridical Sciences, economic and social of Rabat (2008).

From 1991 to mid 1992, I was in charge of SMEs Promotion at the Ministry of Commerce and Industry.

I joined the ONCF in 1992. Since 2011, I'm in charge of the development of the marketing strategy of high speed trains, from the design of high-speed trains offering (marketing mix: product and services, pricing, distribution and communication) until the preparation of commissioning (staff recruitment and training, management tools and quality monitoring).

Before 2011, I have held several positions at the ONCF: Strategic Studies Supervisor (1992-2004), Head of Public Relations and Communication Department (2004-2007) and Head of the Marketing Department Travelers (2007-2011).