

SALIM SOLTANI

Business Operations & Digital Transformation Manager | AI-Enabled Business Solutions

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Nationality: Algerian | Languages: Arabic (Native), English (Advanced), French (Intermediate)

PROFESSIONAL SUMMARY

Business Operations and Digital Transformation Manager with a Master's degree in Business Management and a track record spanning corporate treasury, SME digital strategy, and technology-enabled process improvement. Currently leads treasury tracking and financial reporting for a major ISO 9001-certified enterprise. Founded and grew two technology-driven ventures, directing digital product strategy, client delivery, and cross-functional teams. Skilled at applying AI tools and digital platforms to cut operational friction, accelerate decision-making, and improve reporting accuracy — not as a developer, but as the business lead who identifies where technology creates value and drives its adoption.

CORE COMPETENCIES

- Business & Operations Management:** Treasury Tracking, ERP Systems, Banking & E-Banking Operations, Cash Flow Governance, Risk Mitigation, ISO 9001 Process Alignment, Stakeholder Management.
- Digital Transformation & Strategy:** Product Strategy, Roadmapping, Agile Ways of Working, Digital Process Redesign, Vendor & Client Management
- AI & Technology Enablement:** AI Prompt Engineering, Workflow Automation, Digital Solution Oversight (Figma, custom platforms), Data-Driven Reporting
- Technical Proficiencies:** Flutter, Dart, PHP, MySQL, SQLite — hands-on development fluency supporting technical oversight and vendor evaluation

PROFESSIONAL EXPERIENCE

Section Head – Treasury Tracking - SPA Grands Moulins Belghith | Algeria Jan 2026 – Present

- Lead corporate cash flow tracking, liquid asset management, and financial reporting via the organization's ERP platform (Target Cashflow) for a major milling enterprise operating under ISO 9001 quality standards.
- Manage day-to-day banking relationships and e-banking operations, including processing wire transfers and deposits, and administering monthly payroll disbursements to employees through corporate e-banking platforms.
- Redesign accounting and reporting workflows using management and digital-process principles, eliminating operational friction and improving financial transparency for senior leadership.

Founder & Product Manager - CATULEIUS | Algeria Jun 2024 – Present

- Founded and lead a technology venture delivering custom digital tools for retail and logistics businesses, overseeing strategy, client requirements, and delivery partners end-to-end.
- Direct product and business decisions from requirements framing through UX design (Figma) to delivery, translating operational business needs into deployed digital solutions.

Founder & Digital Strategy Manager - ADBONITO Ltd | London, UK (Remote) Jan 2023 – May 2024

- Directed digital strategy spanning digital marketing, media buying, and product roadmaps for mobile and e-commerce platforms, translating client business goals into delivery plans for creative and development teams.
- Managed 12+ international SME client relationships end-to-end; streamlined media buying and campaign delivery processes, cutting turnaround time by 29%.

Technical Solutions Consultant - SNC Family Bread Foundation | Algeria Mar 2019 – May 2023

- Led a digital transformation project modernizing legacy systems and administrative frameworks, improving operational efficiency by 30% and team productivity by 35%.

DIGITAL TRANSFORMATION – CASE STUDY

Carnis Vente — Windows POS Platform for the Meat Processing Sector Mar 2025 – Jun 2025

- Identified an operational gap in spoilage tracking, ledger accuracy, and expense control for meat-processing retailers, and directed the end-to-end delivery of a purpose-built, offline-capable POS solution to close it.
- Owned the business requirements, UX direction, and rollout; the resulting platform automated ledger-keeping and expense management for the client's daily operations.

EDUCATION

Master's Degree in Economics & Business Management 2016 – 2018 University of Souk Ahras

CERTIFICATIONS

- Prompt Engineering for ChatGPT Specialization — [Coursera / Vanderbilt University](#) 2025
- Agile with Atlassian Jira Certificate — [Coursera / Atlassian](#) 2025
- IBM Professional Certificate: iOS and Android Mobile App Developer — [Coursera / IBM](#) 2025
- Programming in Python Certificate — [Coursera / Meta](#) 2026