



Ahlem Baccouche

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MA in Art Business at Sotheby's Institute of Art, with prior international experience in capital markets and business intelligence. Expertise in product strategy and management within both B2B and B2C sectors and across various industries. Proven track record in leading cross-functional teams, executing strategic initiatives, and enhancing operational efficiency. Strong transferable analytical, problem-solving and decision-making skills in high paced environments. Fluency in English, French, and Italian. Open to relocate.

PROFESSIONAL EXPERIENCE

ARTDAI

10/2021 - 05/2024

Product Lead

Montreal /New York /Remote.

- Lead the development and execution of innovative product strategies, targeting a B2B client base in the Art Finance sector.
- Executed complex project lifecycles from concept to completion, ensuring strategic alignment with business goals.
- Managed trade-offs, risks, dependencies and team resource allocation to optimise projects outcomes.
- Fostered operational excellence among cross-functional teams, by driving collaboration and efficiency in a dynamic and mostly remote work environment.
- Streamlined and supervised task execution for the development team, by employing robust prioritisation approaches to enhance productivity.
- Guided the UX/UI team in the design process, focusing on user-centred solutions and brand reinforcement.
- Actively supported senior leadership in strategic decision-making, aligning product initiatives with organisational objectives and market trends.
- Conducted market research and analysis to help assess the competitive landscape in order to develop targeting, differentiation, and positioning strategies.

Future Horizon

03/2020 - present

Art Director & Curator

Remote/ On-Site / Event-based.

- Curate art exhibitions and plan artistic programs for events occurring in various international locations, with previous locations including Italy, Brazil, Portugal, and the Dominican Republic.
- Work directly with artists and galleries on the execution of the artistic vision, enhancing the impact of events.
- Manage department related operations, budget, logistics and stakeholder communication.
- Facilitate cross-cultural artistic collaborations and promote the integration of art in global events.
- Contribute to the general operational execution of the events by multi-tasking when needed.

HOO KOO E KOO

11/2018 - 12/2021

Producer + Business Analyst

London / Remote.

- Coordinated and aligned cross-functional teams (creative directors, developers, UX/UI designers, brand strategists, etc.) in the development, delivery and launch of digital products such as apps, websites, digital platforms, Dapps, brand identities, prototypes, games.
- Helped set the strategy, roadmap, and feature definition for a product or product line.
- Translated clients' visions and requirements into actionable items for the different teams involved.
- Conducted market research and analysis to help assess the competitive landscape in order to develop targeting, differentiation, and positioning strategies.

IPREO

03/2017 – 10/2017

Lead Analyst – Global Market Intelligence, Technology.

San Francisco

- Provided corporate clients with actionable intelligence about current and potentially suitable institutional investors.
- Analysed all relevant activities around clients' stock activity, including competitive peer news and performance, valuation metrics, sell-side coverage, short interest, derivatives activity, and technical analysis.
- Surveilled public equity markets and updated clients about events affecting individual stocks, specific sectors, and broader indexes.
- Connected with buy-side institutional portfolio managers and trading desks to gain insights on investment strategies and trading.
- Identified leading institutional buyers and sellers of clients' stocks, and provided insight, color and context around the stock movements.
- Developed and maintained advisory relationships with investor relations departments and executive teams of publicly traded companies.
- Delivered regular reports and ad hoc updates about stock performance, noteworthy institutional movements, and aberrational trading.

Montreal Stock Exchange 08/2014 – 08/2016
 Market Supervisor – Equity Options, Monitoring Group, Financial Markets
 Montreal

- Acted as a trade facilitator for institutional and retail traders on strategies and delta trading.
- Identified and analysed any daily operational problems that could affect the transparency, accessibility, liquidity or efficiency of the Canadian equity options market. Ensured that all products listed were operational and trading.
- Acted as an intermediary between market makers and traders.
- Ensured that quotations were properly reflected on the electronic market; verified and managed product parameters (tick rules, schedules, etc.); Took into account economic news and measured its impact on the market.
- Identified and reported any trading infractions (real time) to the Surveillance Department for further investigation.

Montreal Stock Exchange 09/2011 – 08/2014
 Representative, Financial Markets
 Montreal

- Supported traders and back-office desks in their daily transactions and post-trading settlements.
- Supported Montreal Exchange’s different business units: Market Monitoring, CDCC, Regulatory division, Business development, etc.
- Provided technical support, examined and resolved customer issues and problems related to TMX trading systems and applications.
- Established and updated department procedures to improve operational efficiencies.

Laurentian Bank of Canada 06/2009 – 04/2011
 Advisor, Direct Financial Services - Financing & Investment
 Montreal

- Identified client objectives and constraints based on analysis of age, financial condition, and goals; and translated them into financial solutions; Developed comprehensive financial planning processes for a diverse client base.
- Utilised mutual funds, bonds, loans, wrap programs and mortgages as part of financial solutions.
- Classified potential clients along risk tolerance guidelines and created model investment portfolios for each type.
- Solicited more than \$8M in new business and managed a total of \$50M in assets for 1800 clients.
- Fostered relationships with existing and prospective clients by instituting personalised banking services.

EDUCATION & PROFESSIONAL DESIGNATIONS

Master’s of Art in Art Business 09/2019 - 05/2021
 Sotheby’s Institute of Art, London campus, Class of 2019/2020.
 Dissertation focus: **AI in the Art Market: Machine Learning Applied to Art Valuation**

Bachelor of Business Administration, Major: Finance 09/2006 - 05/2009
 École des Sciences de la Gestion, Université du Québec à Montréal (ESG-UQÀM)

General Assembly 2018
 Certificate in Product Management

Art History Intensive: 1870 to Today 09/2019 - 12/2019
 Sotheby’s Institute of Art - Online

Art as a Global Business: The Value of Art 08/2015 - 10/2015
 Sotheby’s Institute of Art - Online

CFA Institute 2013
 Chartered Financial Analyst (CFA) - Level 1

Canadian Securities Institute
 Canadian Securities Course (CSC) 2009-2010
 Investment Funds in Canada (IFC) 2009-2010

LEADERSHIP & VOLUNTEERING

MADE IN BED Magazine

2019 - 2020

Head of Art Business & Markets

Head of Agents of Change

- MADE IN BED is an art magazine produced by Sotheby's Institute of Art London. As the editor of the Art Business & Markets section, my role was to create, edit, curate content submitted for this section. I also launched and oversaw Agents of Change, a section dedicated to promoting inclusion and celebrating diversity in the Art world.

San Francisco Museum of Modern Art (SFMOMA)

2017 - 2019

Museum Guide

- SFMOMA is the largest modern and contemporary art museum in America. As a public guide, my role was to initiate a dialogue with visitors on the art displayed, engage the public and foster art discovery and appreciation.

AMBIGU.

2018 - 2019

Founder + Manager

San Francisco

- AMBIGU. is a nomadic pop-up art gallery with a mission to promote emerging contemporary artists as well as propose a different way to present and experience art. The first edition opened in the SOMA district, San Francisco and focused on the work of Montreal-based artist Goran Hamsic.

ArtPoint Advisory Council

2017 - 2019

Member

- ArtPoint is a group of young professionals that supports the Fine Arts Museums of San Francisco—the de Young and the Legion of Honor—by hosting a year-round program of social and educational events, including exhibition-related lectures, art gallery visits and an annual gala. My role was to promote the organisation and help with event organisation.

Musician of the World Symphony Orchestra (MWSO)

2014 - 2017

Board Member

- The MWSO is a nonprofit Montreal-based orchestra composed of 55 professional musicians from different origins and countries. The mission of the orchestra is to help newly immigrated professional musicians integrate into their new country by giving them a platform that allows self-expression while overcoming cultural and linguistic barriers through ensemble music performance.