



## ASMA EL MOUFTI

Senior Consultant Operational  
Transformation

### Languages:

- English (fluent)
- French (fluent)
- Arabic (fluent)

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+971 58 500 6505

### Professional experience:

#### **2023–Present: AEM Solutions, Principal Consultant** UAE | Global

Operational improvement and process optimization in Ports and Logistics industry; Business development for OCR and automation solutions; Product development for terminals; Navis TOS implementation and post go-live support; Strategic planning, risk management, and innovation training.

#### **2022: Fulfilment Bridge, Chief Operating Officer** Hong Kong | Global

Expansion strategy for MEA; Scalable business continuity and load balancing practices; Customer-centric approach implementation; Digital solutions for logistics network optimization; New business lines for e-commerce parcel delivery in KSA, UAE, Kuwait, Morocco, and Egypt.

#### **2017–2020: DP World, Asia Pacific, Head of Operations, Risk & Innovation Champion**

Hong Kong | Regional

Operational performance oversight; Regional digitalization and smart terminals framework; Advanced yard strategies; Lean process mentorship and cost reduction.

#### **2015–2017: DP World, Indonesia, Operations Director, Innovation Champion, Board Member** Indonesia

Terminal management with 1.4M TEU throughput; Counter-strategy against competitive port; 25% increase in vessel productivity; High-performance culture development; Record EBITDA achievements.

#### **2014–2015: Mazu Consulting, Managing Director & Principal Consultant** UAE, Hong Kong, Mexico

Consultancy for terminal operations optimization; Process reengineering and operating system implementation; Greenfield project strategy for semi-automated terminal in Mexico.

#### **2010–2014: Bestshore Business Solutions, Professional Services Manager / Management Consultant** UK, Global

Global consulting services for terminal productivity; Proposal development and contract management; Navis TOS implementation and optimization support.

### **2006-2010: APM Terminals, Operations Manager, Strategist, Planning Executive**

Tanger Med – Morocco

Advanced from Operations Planner to lead a team of 25 in planning and strategy for terminal operations.

### Summary:

Experienced and passionate advisor and leader with a strategic focus on operational transformation, business development, and innovation in the ports and logistics sector.

- Expert in designing disruptive solutions and executing strategies that deliver revenue growth and cost efficiency.
- 17+ years of international experience in ports and logistics, driving performance optimization, customer-centric solutions, and process enhancements at regional and country levels.
- 7+ years of consulting experience in operational improvement and TOS implementations.
- 7+ years of leadership experience across diverse cultures and organizational structures.

### Profile:

- Lived and worked in Morocco, UAE, Indonesia and Hong Kong.
- Msc in Industrial Engineering (EMI).
- Lean Six Sigma GB.
- Navis N4 (Perfect Score).
- Social Entrepreneur Advocate.
- Over a decade of experience traveling and working internationally and across different cultures.