



CONTACT

+212-764030995

salma.hachimi.alaoui1@gmail.com

Kebibat, Rabat, MOROCCO

EDUCATION

2025 – Present

PhD Researcher, Telecom & Networks
ENSA Kénitra, Ibn Tofail University
(AI driven private network architecture for IoT detection and prediction)

ENSA Kénitra

2019 – 2020

High School Diploma,
Physical Sciences – Distinction

SKILLS

Soft Skills

- Leadership & Advocacy
- Effective Communication
- Decision Making
- Team Collaboration
- Public Speaking
- Empathy & SEL

Hard Skills

- Digital Marketing
- Design and Editing
- Programming Languages
- Report Analysis
- Media & Content Creation

LANGUAGES

- Arabic: Native
- French: Fluent
- English: Fluent

SALMA HACHIMI ALAOUI

Co-founder of INNOVTENTION Cooperative | Engineering in Network & Telecommunication Systems

PROFILE

Ambitious and passionate entrepreneur, engineer and youth advocate. Committed to leveraging technology, media and the arts to drive social change and promote global citizenship. Dedicated to empowering youth to become active agents of peace and sustainable development in their communities.

EXPERIENCE

INNOVTENTION Cooperative | President & Head of Marketing

August 2023 – Present

- Founded INNOVTENTION Cooperative, specializing in electrical mobility and industrial automation training.
- Managed operations, regulatory compliance, business planning and partner communication.
- Represented INNOVTENTION at multiple international cooperative forums, see International Participation.

LOCOPLC | Brand of INNOVTENTION Cooperative | Founder & Director

August 2023 to Present

- Founded LOCOPLC as a brand of INNOVTENTION Cooperative, building a full training curriculum spanning industrial automation (Siemens TIA Portal, Schneider EcoStruxure, Rockwell Studio 5000), electrical engineering design (EPLAN Electric P8, CANECO BT), robotics (FANUC), supervisory control systems (SCADA/WinCC), and mechanical CAD (CATIA V5, SolidWorks).
- Scaled the brand to 500+ learners across 23 countries, combining online and in-person formats to reach engineers, technicians and students across Africa, the Middle East and Europe.
- Built and automated the **end-to-end learner journey**, covering enrollment, delivery, certification and follow-up, using CRM and workflow automation tools to support growth without expanding headcount.
- Maintained partnerships with **software and industry vendors** to keep course content aligned with current industrial standards and employer needs.
- Positioned LOCOPLC as a concrete vehicle for youth technical empowerment, advancing INNOVTENTION Cooperative's mission of accessible, community-driven skill building.

Young Moroccan Leaders Club (JLM), ENSA Kénitra | Vice President

2022–2023

- Led the NEWLIFE project: designed a solar lifecycle to empower informal waste collectors, formalizing their work while promoting dignity and renewable energy.
- Facilitated workshops for students on social media awareness, critical thinking, and the role of youth in a world of conflict — aligned with MIL and SEL values.
- Collaborated with Boudour Alhadara organization to address the human dimension of waste collection through sensitization sessions.
- Organized a regional launch event bringing together environmental advocates, organizational representatives and social activists.
- Led the team to first place in a national competition through strong project management and public

INTERNATIONAL PARTICIPATION

- **13th African Ministerial Cooperative Conference (Lesotho):** Represented INNOVTENTION and Morocco; delivered a speech on youth-led cooperative innovation.
- **ICA Global Cooperative Conference (India):** Represented INNOVTENTION; participated in the YLEP Youth Leadership Exchange Program, Himachal Pradesh.
- **IFWY, International Forum We the Youth (Seoul, South Korea):** Contributed to policy recommendations on sustainability, economic transformation, social justice and peace alongside 142 young leaders from 70+ countries.
- **IFWY Regional Dialogue (Botswana):** Represented Morocco and INNOVTENTION as a model of youth-led cooperative innovation.
- Nominated by ICA Africa to represent youth cooperatives in Morocco.

REFERENCES

Mme Aicha Errifai

Director, Office of Development and Cooperation (ODCO)
a.erfifai@odco.gov.ma

Mr. Ismail Iftissen

Director, Entreprise Sociale Maroc (ESMaroc)
i.iftissen@entreprisesocialemaroc.org