



# Saïd HILEM

PROCESS & DIGITAL  
TRANSFORMATION CONSULTANT •  
CRM & AUTOMATION



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Paris



Driving license (B)

## ABOUT ME

**Process- and business-oriented consultant**, working at the interface between operational teams and IT solutions to clarify, structure and strengthen operations. **Highly self-taught and entrepreneurial**, I have built skills and a positioning grounded in a **deep understanding of business challenges, turned into concrete solutions, adopted and measurable**.

- **Process optimisation:** audit, modelling, simplification of business workflows, identification of pain points and potential quick wins.
- **Functional scoping & CRM/IS transformation:** requirements gathering, business workshops, target-process definition, KPIs and roadmaps.
- **Technical-functional role:** tool configuration (Salesforce, Cision, Teams), testing, UAT, support and adoption enablement.
- **Applied AI:** integrating AI and automation (Salesforce Agentforce, n8n) to strengthen the efficiency of existing processes.
- **Training & enablement:** delivering training and coaching (FR/EN) to international teams, with a strong pedagogy and change-management culture.

## EXPERIENCE

2024 – Present

Salesforce Functional Consultant

Reej Consulting



- **In-depth business process audit:** flow analysis, pain-point identification, mapping of stakeholders and external systems to integrate (CRM, ERP, business tools).
- **Design of transformation roadmaps and CRM governance** centred on business priorities.
- **Business process modelling** (functional diagrams) to clarify workflows, spot inconsistencies and define target journeys.
- **Facilitation of business workshops**, documentation writing and functional scoping with sales, marketing and customer-service teams.
- **Advanced configuration and administration** of Salesforce (objects, fields, page layouts, validation rules, flows, reports and dashboards) to align the tool with the defined processes.
- **Implementation of automations and external integrations** to support existing processes and reduce manual work.
- **Design and implementation of AI agents** in Salesforce (Agentforce).

## EDUCATION

2018–2020

**Master's in Business & IT Project Management - work-study**

*Euridis Business School*

2015 – 2018

**Bachelor's in Business Management - work-study**

*CFA Stephenson*

## CERTIFICATIONS



## SKILLS

### AI & AUTOMATION SKILLS

- **Building Salesforce AI agents (Agentforce):** structured prompts, orchestrations, integration with business objects.
- **Automation via self-hosted n8n** (Docker + VPS + reverse proxy): voice → text → tasks pipelines, operational agents, daily automation.
- **AI integration** → Notion, Google Sheets, Gmail, Telegram.
- Building systems centred on **productivity and organisation** using several tools: Notion, Toggl Track, Shortcut (Apple), Google Calendar, etc.
- **Building specialised AI assistants** and automated workflows (productivity, daily management, organisation, personal tracking).

### CONSULTING, TRANSFORMATION & PROCESS

- **Business process audit:** interviews, flow analysis, identification of pain points and quick wins
- **Functional scoping:** business workshops, needs analysis, backlog, KPI definition.



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## EXPERIENCE

2024 – Present

Salesforce Functional Consultant  
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- **Involvement in testing phases**, functional acceptance and UAT to validate solution compliance.
- User support (functional level): incident resolution, field-feedback analysis and continuous improvement.
- **Delivery of training sessions (FR/EN)** for internal teams and end users to ease the adoption of Salesforce, new processes and deployed features.

2022 – 2024

Functional & Technical Consultant, North America  
& Asia  
Cision Montréal



- **Business needs assessment and functional scoping** for the implementation and evolution of the Cision One solution in a media-intelligence and PR context.
- **Mapping of existing processes**, identifying friction points and optimisation recommendations, with a focus on information flows and data quality.
- **Advanced setup and configuration** of the platform: complex searches, dashboards, custom reports, business rules, user permissions and profiles.
- **Technical-functional role** interfacing with technical teams to ensure data-model consistency, handle technical topics and track product evolutions.
- **Training teams (FR/EN)** remotely across several regions (US, Canada, Europe) and change management to drive operational adoption.

2021 – 2022

Business Application Consultant EMEA & North  
America  
Microsoft



- **Facilitation of business workshops** and digital-acculturation sessions to align business units on best practices and collaborative standards.
- **Management of functional testing** et aux **UAT phases** during the rollout of new features.
- **Contribution to user support**: assistance, incident reporting, improvement of usage journeys
- Delivery of training (FR/EN) to business and technical teams to support the adoption of Microsoft Teams

## SKILLS

### CONSULTING, TRANSFORMATION & PROCESS

- **Design of operational roadmaps** (Salesforce, Cision, Teams, AI).
- **Production of strategic documentation**: specifications, governance, user guides.
- **Agile project management**: sprints, prioritisation, tracking, coordination of business/tech teams.
- Client relationship management for **complex, international environments**.

### TRAINING, PEDAGOGY & COACHING

- **Trainer (France, Europe, Africa, US, Canada, Asia)** in person & remotely.
- Delivery of training programmes (FR/EN): **tool adoption, CRM, AI, best practices**.
- **Building teaching materials** tailored to different maturity levels.
- **Individual & group coaching**: **organisation, productivity, sport, health, wellbeing & performance**.
- Ability to simplify technical concepts and support change.
- **Creative & educational projects**: organizing cultural and artistic events.

### TECHNICAL SKILLS



### LANGUAGES

French   
English 

### INTERESTS

- **Coaching** : organisation, productivity, physical performance & health
- **Creating events and artistic and cultural projects** (creative retreat, live music event, poetry workshop)
- **Sport** : Boxing, strength training
- **Art** : Cinema, poetry, literature, music
- **Philosophy, sociology, psychology**