

Imane Benkhati

Customer Service and Collaboration Manager

About

Experienced Supply Chain and Logistics professional with a PhD in Industrial Engineering & Logistics. Specialized in demand planning, customer service management, and process optimization across MENA and international markets. Proven track record in leading cross-functional teams, driving automation initiatives, and implementing strategic improvements in supply chain operations.

Contact

Location
Dubai, UAE

Email
Imane.Benkhati96@gmail.com

Skills & Expertise

Core Competencies

Supply Chain Management | Demand Planning | Logistics Operations | Customer Service Excellence | Process Optimization | Cross-functional Team Leadership | KPI Management | Forecasting & Analytics | Inventory Management | Export Operations | 3PL Coordination | SKU Portfolio Management

Technical Skills

SAP S4 HANA (MM and SD Modules) | Pack Office | Business Intelligence Reporting | Sigma Reporting | Looker Studio | Domo | Google App-Script

Languages

Arabic (Native) | French (Bilingual - C1) | English (Bilingual - C1)

Professional Experience

Colgate Palmolive

Customer Service and Collaboration Manager – MENA & FOT Hub
Feb 2026 – Present
Leading supply chain operations, reporting, and strategic coordination for the MENA & FOT region

Demand Planner Maghreb
Dec 2023 – Jan 2025
Building sales forecasts, managing inventory, and leading automation initiatives

Demand Planner – French Overseas Territories and Export
Apr 2023 – Nov 2023
Short term assignment in Colgate Palmolive France

Customer Service & Logistics, Customer Engagement & Demand Planner Morocco
Apr 2022 – Mar 2023
Managing customer service operations and demand planning for Morocco market

Customer Service and Logistics Management Trainee
Jul 2020 – Mar 2022
Copacking activities, inventory management, and warehouse operations

KEY RESPONSIBILITIES & ACHIEVEMENTS

Supply Chain & Logistics Operations:

- Orchestrating weekly shipment reporting and forecasting for the MENA & FOT region, ensuring 100% alignment between order values and GM estimates for quarterly closings
- Managing complex export logistics and container bookings for high-priority markets and coordinating closely with 3PL providers
- Streamlining order management by increasing automation for major distribution centers, reducing manual entry and improving processing speed

Demand Planning & Forecasting:

- Building sales forecasts for standard products and NPIs in collaboration with Retail Marketing and Sales
- Analyzing sales history and defining forecasts for 18 months
- Adjusting sales forecasts based on key events and promotional activities
- Planning promotional supplies and managing copacking activities
- Managing the launch of new products and Phase-Out/Phase-In switches
- Identifying root causes of forecast errors and implementing corrective actions
- Segmenting products based on volatility and volumes and adapting statistical forecasting methods

Reporting & Analytics:

- Spearheading Case Fill (CF) analysis and reporting, collaborating with supply network planners and order to invoice teams
- Performing rigorous DFR (Daily Fill Rate) reconciliations to identify and correct mismatches
- Preparing, analyzing, and sharing key performance indicators: Sell Thru, Demand Planning Accuracy
- Managing stocks and inventory monitoring: monthly inventory tracking (slow moving, obsolete items)
- Defining actions to reduce slow-moving items (Customer Development/Broker)
- Participating in the Monthly Discipline process, demand planning meetings
- Analyzing code segmentation and updating codes managed in "Statistical Forecast"
- Ensuring correct life stage of products in the system

Strategic Coordination & Leadership:

- Leading quarterly priority-setting meetings for Supply network Export teams, assigning and tracking KPIs
- Directing the Customer Engagement Survey lifecycle, from content alignment to result analysis and reporting
- Supervising cross-functional teams and managing performance reviews
- Leading customer service and logistics automation and analytics initiatives for the MENA hub
- Leading the SKU simplification process for the MENA hub

Process Improvement & Compliance:

- Driving system improvement initiatives and standardizing documentation trackers for 3PL providers
- Mitigating supply chain risks by resolving inspection bottlenecks and ensuring SKU compliance
- Analyzing regional customer survey data to identify service gaps and aligned strategic priorities
- Facilitating collaborative monthly sessions with key distributors to monitor Case Fill and onshelf availability
- Contributing to SKU portfolio simplification and issuing alerts during DPM meetings
- Managing customer's master data and ensuring its accuracy
- Ensuring compliance with warehouse quality and safety standards
- Writing and updating standard operation procedures and providing training to warehouse teams

OCP Group

Analyst HSE

Dec 2019 – Jul 2020

Internship

Jul 2018 – Sep 2018

KEY RESPONSIBILITIES & ACHIEVEMENTS

HSE Analyst Responsibilities:

- Risk and Hazard Identification
- Action plans definition and follow up
- Accident and Incident management
- Safety audit management

Early Career Experience

Audit and Process Design Responsible
Jun 2019 – Nov 2020
Colgate Palmolive

Internship PFE
Feb 2019 – Jun 2019
Colgate Palmolive

Internship
Jul 2017 – Aug 2017
Lear Corporation

KEY RESPONSIBILITIES & ACHIEVEMENTS

Completed multiple internships and early career positions focused on process improvement, audit management, and operational excellence in manufacturing and supply chain environments.

Education

2020 - 2023 — **Doctor of Philosophy in Industrial Engineering & Logistics**
Cadi Ayyad University - FSM Semlalia - Marrakech
Thesis Title: The integration of smart green resilient and lean manufacturing

2014 - 2019 — **Engineering Degree in Industrial Engineering**
National School of Applied Sciences - Safi

2013 - 2014 — **High School Diploma in Physical and Chemical Sciences**
Sheriff El Idrissi High School - Safi

Professional Summary

Results-driven supply chain professional with a unique combination of academic excellence (PhD in Industrial Engineering) and extensive hands-on experience in demand planning, logistics, and customer service management. Proven expertise in leading digital transformation initiatives, optimizing supply chain operations across MENA and international markets, and driving measurable improvements in operational efficiency.

Specialized in leveraging data analytics and business intelligence tools to enhance decision-making, streamline processes, and deliver exceptional customer service. Strong track record of cross-functional leadership, stakeholder management, and implementing strategic initiatives that align with business objectives.