

Buuachru Mustapha

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SUMMARY: I combine an academic training in systems thinking (philosophy, systems analysis, epistemology, cognitive science) & social sciences (sociology, strategy, politics, history, economics, management) with a professional specialization in macro research, concept development and perception management.

I currently work at The Writer, a consulting agency I created to assist corporations and organizations research their market, gain social intelligence, build their brand, reach out to public officials, optimize their internal business processes, manage their information flow and think holistically about their challenges and internal processes. Clients and business partners include: HPE, Tesla, Createlli, STK, Toyota, Renault, Suzuki, Louis Vuitton, the European Parliament, the Belgian Federal Government, the Brussels Regional Government:

1. Experience

[The Writer | Brussels | December 2014 – Present](#)

[Founder | Director of Research | Senior Consultant](#)

1- Strategic Research | In charge of developing strategic goals, research questions, design proposals, execute research projects (e.g. market research), analyze and interpret study data for a portfolio of clients (IT, energy, transport, healthcare, consumer products, government institutions, NGOs).

2- Technical Writing | Translating, copywriting and proofreading a variety of client literature, internal documents, white papers, technical texts and scientific articles to English (from French & Dutch), Dutch (from English & French) and French (from English & Dutch)

3- Public Affairs | Analyze EU & national regulatory developments as well as their impact on existing and potential clients across a variety of sectors (IT, energy, healthcare, consumer products, transport, trade, manufacturing, government bodies, NGOs); Develop lobbying plans and represent clients in meetings with EU & Belgian (Federal & Regional) institutions, stakeholders and media partners.

4- Public Relations | Train the communication department of clients (accounts) and manage their relationship with their commercial partners during marketing events. Develop and place marketing plans. Create communication material (videos, infographics, strategic stories, brochures, etc.) and diffuse them through traditional and social media

5- Concept Development | Develop business concepts for companies using systems thinking methods, that help in the elaboration of their vision, in the implementation of their strategy, in the simplification and optimization of complex processes for a variety of projects (e.g. infrastructure, digital business transformation, manufacturing)

[Solar Power Europe | Brussels | May 2014 – December 2014](#)

[Government Affairs Executive | Market Researcher | Public Relations Assistant](#)

1- Public Affairs | Interacting with relevant international energy players – national and regional solar associations, companies, government agencies in face-to-face meetings, via the participation & organization of workshops, webinars, seminars and taskforces.

2- Strategic Intelligence | Monitoring, synthesizing and reporting policy, regulatory and legislative developments across the entire EU & national institutional spectrum (EC, EP, Council, Member States) and assess potential impact for members' businesses.

3- Market Research | Conducting market research and analysis, supporting the development of databases and models for market assessments. Deriving market forecasts and policy recommendations for the Secretariat and the association' members.

4- Public Relations | Developing communication material destined to institutional bodies (European & national) - Assist in the implementation and delivery of advocacy and public relations campaigns.

Averroes | Brussels | May 2010 – December 2013

Concept Development Manager | Senior Market Researcher | Marketing Assistant

1- Concept Development | Responsible for the development of the 3+ year innovation project of the Averroes Learning Programs (ALP) as well the continuous development of already existing learning & development programs (Distance Learning, Personal Development, New Technologies, Big Picture Thinking Methods) that resulted in several learning and training manuals.

2- Team coordination | Manage and supervise the work of a team of junior researchers & creatives. Develop processes, methods and good practices for the creation of insights, that foster brainstorming, creativity and innovative solutions in support of the development of both the ALP as well as the other learning & development programs.

3- Market Research | Conduct qualitative and quantitative surveys, field interview, focus group assessments. Analyzing and interpreting data to identify patterns and solutions, including surveys and focus group transcripts. Meeting and liaising with clients to negotiate and agree research projects.

4- Test Marketing | Conduct group-wide training sessions to test the developed programs in field laboratory (the test market) comprising of actual real-life buying situations. Position the Averroes-Learning programs to ensure they provide a solid value proposition for our target customers.

2. Education

2.1 University

Vrije Universiteit Brussel (VUB) - *Diploma Title* - "**Master of Science (MS) in International Relations and Political Science**" (2013)

International Affairs | European legal and political processes | Geopolitics | Information Warfare | Quantitative & Qualitative Research Methods | Business Management & Administration | Financial Markets & Processes | Modern Power Structures | Government Management, Public Policy and Governance | Public Relations | European Foreign and Security Policy | China's Foreign Policy | Theory of Just War | History of Political Ideologies | Public Opinion Mechanisms & Perception Management Techniques

Thesis: "War and Patterns of Conflict Escalation In The Nuclear Age: A Study Of The Behavior Of Nuclear States"

Selected Papers:

- "The Taiwan Strait Crisis: Analysis of The Military, Economic And Geopolitical Implications for regional and global trade and security"
- "The Growing Interdependence between Turkey and China: A European Analysis of Sino-Turkish Bilateral Relations"
- "Europe's Foreign and Security Policy: Towards the Need for An Independent and European-centered Vision, Strategy and Policy"

Université Libre de Bruxelles (ULB) - *Diploma Title* - "Master of Science (MS) in Philosophy and Systems Thinking" (2013)

Speech & Text Analysis | Theory of Writing and Argumentation | Analytics of Logical Reasoning | Information and Communication Management | Advanced Technical Writing | Theory of Language Structure | History of Literature | History of Philosophy | Analytical Thinking Skills | Holistic Thinking Methods | Philosophy of Communication, Science and Technology | Cognitive Science | Pragmatics of Communication | Qualitative Research Methods | Theory and Critique of Scientific Research Methodologies | Literature and stylistic methods of writing

Thesis: "The Concept of Method in Hegelian Philosophy: Ontological, Epistemological And Methodological Dimensions And Applications"

Selected papers:

- "Bacon's 'New Atlantis' And More's 'Utopia' " : A Contemporary Literary Analysis Of Ancient And Modern Utopias"
- "De Saussure, Foucault And Chomsky: Towards A Synthesis of Modern And Post-Modern Communication Theories"
- "Sociological Research Methods: Analysis and Comparison Between the Techniques and Processes Used By Sociology's Founding Fathers (Marx, Durkheim and Weber)"

2.2 Secondary Education

Hoofdstedelijk Atheneum Karel Buls (H.A.K.B.)

Diploma Title – "Diploma Van het Algemeen Secundair Onderwijs" (2005)

Orientation: Literature & Modern Languages (French | Dutch | English | German)

2.3 Primary Education

Gemeentelijke Basisschool Sint-Joos ten Node

Diploma Title – "Algemeen Diploma Van het Lager Onderwijs" (2000)

3. Expertise

3.1 Languages

French



Dutch



English



German



3.2 Primary academic disciplines

Social psychology



Politics I International relations



Sociology



Strategy



Management



Systems Analysis



3.3 Primary sectors of professional activity

Energy



IT



Healthcare



Manufacturing



Public sector



3.4 Primary skills

| Public Affairs | Public Relations | Technical Writing | Concept Development | Strategic Planning | Research Skills |
|---------------------------------------|---|---|-----------------------------------|---------------------------------|------------------------------------|
| European Public Affairs | Creation of Strategic Stories | Translation (Dutch, French and English) | Brainstorming group sessions | Processes for goal setting | Quantitative Research |
| Belgian Public Affairs | Writing of press releases, blog posts | Copywriting and strategic phrasing | Group Facilitation | Decision Making skills | Focus groups & (Group) interviews |
| Strategic Mapping of the Action Field | Designing of infographics | Proofreading and correcting | Systems Design for Creating Ideas | Negotiating skills with clients | Literature & social media analysis |
| Stakeholders Outreach | Creation of video footage | Textual Content management | Big Picture & Systems Analysis | Problem Solving | Quantitative Research |
| Coalition Building | Website Design Social Media Activation | Internal Phrasing Design | Complex Process Simplification | Time management | Survey Research |
| Creation of Advocacy Messages | Strategic Media pitching | Rhetorical and Stylistic Analysis | Group Management | Budgeting | Causal-Comparative research |