# Issam Ourrai

## Lecturer | Researcher | PhD Candidate

Entrepreneurial ecosystem research | Scademic teaching and course design | Field-based and ethnographic inquiry | Digital transformation and inclusive innovation | Science communication and public engagement

Lecturer, researcher, and PhD candidate in Management Sciences with a strong interdisciplinary profile combining over 15 years of professional experience in financial technologies, digital transformation, and entrepreneurship, with a solid academic foundation in innovation, foresight, and ecosystem dynamics. Currently conducting doctoral research on the role of entrepreneurial ecosystems in shaping inclusive education and training programs, with case studies in Morocco and the U.S.

My academic work is grounded in field-based, practice-informed methodologies (ethnography, grounded theory, mixed methods), and I am particularly interested in themes such as informality, neurodivergence in entrepreneurship, and the societal impact of AI. I teach and design courses on digital innovation, agile project management, and inclusive entrepreneurship, and I am committed to knowledge transfer through original formats such as “Stand Up with Science,” a science communication initiative I created to make research more accessible and engaging.

I aspire to contribute to interdisciplinary research teams, develop innovative pedagogical programs, and participate in international collaborations that bridge academic knowledge, public engagement, and real-world impact.

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# EDUCATION

### PhD in Management Sciences

**UNIVERSITÉ D’ANGERS**
Since October 2024

Research: Entrepreneurial Ecosystems and the Design of EET Programs
(Case: PEPITE France, UM6P & UT Austin)
Methods: Comparative analysis, grounded theory, mixed-methods

### Global Executive MBA – LeadTech

**ÉCOLE DES PONTS BUSINESS SCHOOL & EADA BARCELONA**
2022 to 2023

### Certificate in Research Methods (Humanities & Social Sciences)

**CNAM PARIS**
2020 to 2021

### Master in Strategy, Innovation & Foresight

**CNAM PARIS**
2009 to 2010

### Master in Computer Science – Systems & Networks Architecture

**UNIVERSITÉ D’ÉVRY / TÉLÉCOM SUDPARIS**
2007 to 2008

# EXPERIENCES

### Lecturer

**IÉSEG School of Management - Since 2023**

- Course Design & Delivery – Innovation & Agile Project Management
- Hybrid teaching model with real-world case studies
- Positive student feedback on course structure and clarity

## Senior Project Manager & Business Analyst

**Tikehau Capital, Candriam, Raiffeisen, Groupama AM, Crédit Agricole CIB (12+ Clients) - Since 2008**

- Delivered strategic implementations across capital markets, ESG, regulatory and risk domains.
- Led cross-functional teams and product innovation in fintech and asset management.
- Specialized in agile methodology, compliance frameworks, and ecosystem integration.
- 6 countries | 10+ financial platforms delivered
- France: Horizon Trading Solutions, Tikehau Capital, Candriam, Groupama AM, Lyxor AM, Crédit Agricole CIB, SOGEPROM, BPLG
- Luxembourg: Raiffeisen Bank, Finologee
- Switzerland: Thomson Reuters, Leonteq Securities
- Other (France, Belgium, Italy, Morocco): Various clients via Finasta/Sophis

# CONFERENCES AND EVENTS

**2025 - ENIG2025 By EDC Paris Business School (Speaker)**

Frugal Innovation and Entrepreneurial Identity in Morocco: Strategies for Resilience in Resource-Constrained Contexts

**2025 - Academy Of Management - Reviewer**

Assess article for potential selection at the renowned Academy of Management Conference, Copenhagen 2025.

**2025 - EERSWS25 – Winter School on Entrepreneurial Ecosystems - Bilbao - Spain (Speaker)**

Navigating the Margins : The Role of Formal and Informal Practices in Shaping Morocco's Entrepreneurial Ecosystem

**2024 - L'IA pour tous, tous pour l'IA ? (Ascencia Business School) - Paris - France (Speaker)**

L'intelligence artificielle au service des entrepreneurs atteints de TDAH

**2024 - WFSF XXV World Conference - Paris - France (Speaker)**

Social reconciliation & foresight (Published in Human Futures)

**2024 - CREE 2024 – Building Together for Tomorrow - Roanne - France (Speaker)**

"Reimagining Entrepreneurial Education: A Mixed-Methods Comparative Analysis of Ecosystems at UT Austin and Mohammed IV Polytechnique"

# CERTIFICATIONS

**Agile Scrum Master 2018**

**Circular Economy Specialist 2023**

**Business Essentials – Harvard Publishing 2022**

# SKILLS

## Research & Academic Tools

- NVivo
- JASP
- ALCESTE
- Zotero

## Data & Tech

- Python
- SQL
- R
- MongoDB
- Power BI

## Methods

- Grounded Theory
- Ethnography
- Foresight
- Clustering
- Design Thinking

# INTERESTS

## INTERESTS

- Archery, Diving (PADI Advanced), Photography, Krav Maga
- Civic Tech, Artistic Foresight, Social Entrepreneurship

## OTHER PROJECTS & INITIATIVES

Stand Up with Science
A stand-up comedy meets science format where researchers pitch their ideas in 5 minutes—making science more fun, accessible, and socially impactful.

# LANGUAGES

English
French
Arabic
German