Khadija Kamoun, Head of Growth, AI and Data Strategy

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PROFILE

Growth leader with over 6 years of experience scaling global B2B companies. Proven track record of generating revenue by blending performance marketing, data strategy and AI. Leading AI adoption for the group as an AI ambassador.

LinkedIn profile

EMPLOYMENT HISTORY

Apr 2023 — Sep 2026

Head of Growth, AI and Data Strategy, Digigram Group — Grenoble

Digigram Group | Grenoble-based group of five brands (Digigram, Digigram Critical Audio, Auvitran, Oros, Wavely) serving broadcast, defense, aerospace and entertainment.

- Led full-funnel growth with a **65+ distributor network**: **€2M extra revenue by Q3 2025 and €3M by Q3 2026**, with accounts like Thales, Airbus and Boeing.
- Acted as the group's **AI ambassador**: built **AI agents** for **sales, marketing, accounting and HR**, and coached every department to adopt them.
- Scaled global performance marketing (paid media, SEO, email) and intent-based demand generation: **+45% conversions, +35% qualified leads**.
- Built **real-time KPI dashboards** for executive decisions.
- Recruited and led a **6-person team** in a collaborative, data-driven culture.

Jul 2021 — Mar 2023

Growth Marketing Manager, Digigram Group — Grenoble

- Grew acquisition through SEO, SEA, social, content and email, cutting **CAC by 18%** via budget reallocation.
- Ran **e-commerce** for Digigram alongside the other acquisition channels.
- Built CRM workflows and lead nurturing: **+28% MQL-to-SQL conversion** and **+32% ROI** on key segments.

Apr 2018 — Nov 2018

Project Manager, Business Web development Tunisia (BWST) — Tunis

- Led international digital projects with consistent delivery on time and within budget, including a **BBC documentary** and a **human rights platform**.
- Launched a web platform with **35% faster deployment** for government media outreach.

Featured speaker

Recognized thought leader, invited to speak at Inovallée's Club → LINK

EDUCATION

Sep 2019 — Aug 2021

Master's in Business Development & International Commerce, Grenoble Ecole de Management — Grenoble

Graduated with distinction

Sep 2015 — Aug 2017

Master's in Communications, Higher Institute of Languages — Tunis

Graduated with distinction

CERTIFICATES

Google Digital Garage Certification (ID: QYC 5SF UN8)
Certificate in the Art of Presenting, CTCA

LANGUAGES

Arabic	Native speaker	English	Native speaker
French	Native speaker	Portuguese	B2

SKILLS

Growth Strategy	A/B Testing / Data Analysis
Digital Marketing	AI Agents & Automation
Google Ads / Meta Ads	Team Leadership