



14 rue Beaurepaire, 75010 Paris
Fixed :+(33) 1.42.38.89.68
Mobile :+(33) 6.22.14.81.76
wemalouf@gmail.com

Walid E. Malouf

Walid E. Malouf is a business development professional and entrepreneur in the sustainability, energy and environment markets, operating across the EMEA region. He serves as the country representative in France for the Clinton Climate Initiative (CCI) of the Clinton Foundation, and works with public and private entities towards the structuring and implementation of large scale Energy Performance Contracts (EPC) in the built environment. During the last 15 years of his career Walid served in senior leadership roles within multiple high profile corporate and start-up ventures, and build a track record of successfully conceptualizing, developing, launching, and selling technical business solutions and end customer products in international markets and across industry sectors. He is passionate about helping early-stage companies achieve success by gaining customer traction and introducing new inventive technologies into the marketplace.

Most recently Walid was the managing partner of BeCitizen, a French sustainability boutique firm. He architected the start-up company's business transformation and launched its service offerings in the cleantech and carbon markets, negotiated a strategic alliance with the LCF Rothschild Group, and doubled the company's staff in a 12 months period delivering 50% year on year revenue growth. Before BeCitizen, Walid was Vice President of Strategic Projects at Prudential Plc, where he was instrumental in launching the company's internet bank subsidiary in the French market reaching 40% of customer acquisition target in the first 6 months of launch. Prior to Prudential, Walid was Vice President of business development at Perot Systems Ltd, recently acquired by Dell Corporation. At Perot, he Conceived, developed and managed the launch and commercialisation of an integrated e-commerce service offering across three European regional markets – UK & Ireland, Benelux, Germany and Switzerland, and drove the signing of £6m in revenues in year one of operations. Walid started his career in the United States as a consultant in the electronic payments sector advising companies such as Visa, MasterCard, and Diners Club on the launch of new service offerings in the B2C market.

Walid holds a Bachelors of Arts (BA) from the University of California at Berkeley with a major in Political, Economic and Industrial Science (PEIS) and a minor in Development Studies. He earned an MBA degree from the HEC School of Management in Paris, where he teaches a course on sustainability and business opportunities in the new economy. He founded Net Impact HEC center for sustainable business, and co-Founded INNOV'ECO, the Paris Region Cleantech Hub. He is a frequent speaker and moderator of debates on the topic of sustainability.

Walid is a US citizen of Lebanese origin and has resided in France with his family since 2001. He is an avid hiker, a marathon runner, and an amateur photographer.