

# John Storm

Mr. Storm is the creator of [www.CyberStorming.com](http://www.CyberStorming.com), the award-winning online brainstorming website. He is a published author with numerous columns and books, including *The Book on BrainStorming*. He has developed an eclectic assortment of innovation tools and techniques. He is a member of the *International Federation For Professional Speakers* and the *American Society for Training and Development*.



Prior to founding BrainStorm Network, John worked for 14 years with Storm Lures, an international sporting goods firm in the sportfishing industry. The company operated two U.S. production facilities and a maquiladora operation in Mexico. Mr. Storm directed worldwide marketing and sales efforts for in-house teams and external sales forces. For retail giants like Wal\*Mart and Kmart, as well as international export accounts, John and his team used unique guerrilla marketing strategies to create high-profit success stories. He once led the team in taking a 20-year-old product with annual sales of less than 10,000 units to over 1 Million units!

John was heavily involved in new product development and is a patent holder from the Patent & Trademark Office. From the multitude of marketing, sales, and advertising efforts involved in creating consumer demand to the challenges of product development, production, distribution, export, and back office operations, John has experienced the full gamut of business life.

Mr. Storm is an honors graduate of the University of Oklahoma with a degree in Communication. He is a member of Phi Beta Kappa and an Eagle Scout. He has served as a soccer and softball coach. Yet, John's most challenging and rewarding roles are that of husband, father, and coach.

# Faouzi Sefrioui

Faouzi Sefrioui is the founder, president and CEO of A & Y property investments LLC, a real estate development and management company. He is also the co- founder of Evergreenpoint development LLC. Faouzi is vice- president of the African Chamber of Commerce of the Pacific Northwest and advises several African entities on low income and affordable housing development issues. He is the founder of Sefrioui- Badissy Foundation which provides computers and computer technology to impoverished African schools.



Faouzi was appointed by the Washington State Governor in 2005 to the Washington State Housing Finance Commission as a commissioner.

He co- chairs the audit finance committee.

Faouzi is married and has 2 children.

# Sandy Dhuyvetter

Sandy Dhuyvetter is the award winning host of several radio and TV programs.

Ms. Dhuyvetter's technical and creative background has enabled her to develop a communication platform that has grown in the last 7 years to become the premier travel programming preferred by over 140 countries each month and 22,000 visitors each day to her Web site.



Ms Dhuyvetter obtained her undergraduate and teaching degrees at Arizona State University in illustration and design. Sandy served as adjunct professor at Mission College in Santa Clara where she taught computer graphics.

Sandy is an experienced world traveler having visited over 50 countries and posses an extensive knowledge of international business practices and customs up to and including ministry and ambassadorship levels. Her ability to produce and distribute world class programming is widely acclaimed.

Ms. Dhuyvetter believes that international travel and tourism constitute a huge economic engine capable of paving the way to increased opportunities for countries and their people. She also believes women are one of the major driving forces behind tourism and she enjoys highlighting those countries that applaud and honor their women as an integral foundation of the society.

Her work for Tourism4Peace.com, International Peace through Tourism, TourismCares, Africa Travel Association and the Africa Peace Caravan.

Her passion is to encourage efforts that attract cultural exchange and understanding and to continue to work toward providing visibility to emerging and developing tourism destinations around the world. She believes international exchanges and collaborations will ultimately attract world peace.

# Sam Nhairy

Abdessamad (Sam) Nhairy, has twenty years of experience in the travel and tour industry in the US, England, and Morocco. Mr. Nhairy is the founder of American Hotels International LLC, Hospitality Marketing Services, and Morocco Destination Management. Prior to founding his own companies, he held sales and operations management positions for a variety of U.S. hotels such as Best Western and Choice Hotels as well as tour and travel firms.



Mr. Nhairy is an active member of a number of industry associations including the National Tour Association, American Bus Association, North Carolina Motor coach Association, Bank Travel, American Moroccan Professional Association, and Sister Cities International Morocco Chapter.

After arriving in the US, Mr. Nhairy went back to school and pursued his education in the tour and travel industry. He's a graduate of Cal Simmons Travel School's travel agent program. He earned his certified travel industry specialist certificate (CTIS) from Purdue University. He is a dual citizen of the US and Morocco. He resides in the Washington, DC area.

# Bill Hanley

William (Bill) J. Hanley, is executive vice president of corporate and member relations for the American Hotel & Lodging Association (AH&LA). Prior to joining AH&LA in January 2002, Hanley served as senior vice president and managing director for Cendant Corporation's International Hotel Division. In his new role, Hanley oversees all aspects of the association's membership activities, including marketing and communications, to solidify AH&LA's corporate relations program. Additionally, Hanley works closely with the association's president and chief executive officer, officers, board of directors, and member state associations in determining the direction of the U.S. lodging industry. A 25-year career veteran of the hospitality industry, Hanley has held various executive positions at some of the leading lodging companies including Americana Hotels; Forte Hotels, Inc.; ITT Sheraton Corporation; and Radisson Hotels & Resorts. Also, he is a founding member of Thisco/Pegasus, a global technology company in Dallas that provides an assortment of services to the travel industry. Hanley is a member of the International Franchise Association's International Section and formerly served on the board of the Hotel Sales & Marketing Association International. He served as a captain in the U.S. Army from 1966 to 1970 and is a decorated Vietnam War veteran. He received his bachelor's degree in accounting from Stonehill College in North Easton, Mass., in 1966. Hanley and his wife, Jane, have four children.



# Aly Horma



Aly s'est installé au Maroc en janvier 2007 avec en tête deux projets majeurs.

Le premier, **Marrakech Grand Prix**, consistait à construire l'unique circuit automobile de Championnat du Monde en Afrique, le comptant aujourd'hui parmi les grands circuits automobiles mondiaux (Valence ; Monaco ; etc.), pour que le Maroc réintègre le calendrier des Championnats du Monde de la Fédération Internationale de l'Automobile (FIA), fait sans précédent depuis le Grand Prix de Casablanca en 1958. Les 1, 2, et 3 mai derniers, le Maroc a ainsi reçu l'unique manche africaine du Championnat du Monde Automobile, toutes catégories confondues (Formule1 ; WTCC ; WRC). L'événement, FIA WTCC Race of Morocco, a été diffusé à plus de 120 millions de téléspectateurs dans le 60 pays.

Le second, **Domaines ZAHO**, consiste à développer une plateforme de Senior Living mettant en avant un modèle américain de 'no commitment all-inclusive', avec en sus des produits financiers et une structure fiscale avantageuse. Le projet, en cours depuis 2008, jouit de partenariats avec des leaders européens et américains dans les domaines de la gestion et la santé.

Avant de s'installer au Maroc en 2007, Mr. Horma a occupé le poste de Vice Président au sein de la **Citigroup Private Bank**, New York entre 1999 et 2005, ou il était responsable de gestion et montage de portefeuilles d'investissements privés de plus de 4 milliards de dollars. En 2006, Mr. Horma a occupé le poste de Vice Président auprès de **Crédit Suisse**, à Londres, ou il était chargé de gestion et conseil financier pour la banque d'affaire privée du Groupe.

Mr. Horma est titulaire d'une Maitrise (B.Sc.) en Finance de **New York University (NYU) Stern School of Business**, et d'un 3e Cycle de Masters of Business Administration (MBA) de **INSEAD** (Fontainebleau, France).

Il est aussi titulaire de Diplômes Exécutifs en Stratégie Organisationnelle et Management de **Stanford Graduate School of Business** (Californie) et de **New York University (NYU) Graduate Center for Finance, Law & Tax** (New York).

# Omar Tazi



Omar is currently CEO of Omnidata a leading systems integrator in Morocco. Omnidata has 400+ satisfied clients in North Africa and employs 200 high tech consultants.

Prior to joining Omnidata Omar was Chief Evangelist with Oracle where he was responsible for Open Source strategy and evangelism focusing on the areas of middleware/SOA and tools.

Prior to joining Oracle, Omar was the CEO of Orbeon where he successfully implemented a business model based on professional services using Open Source Software donated by Orbeon to the community. Omar closed key deals for Orbeon with prestigious clients such as Cisco, Wachovia, Computer Sciences Corporation (CSC), Amnesty International, The city of San Diego, Volkswagen Financial Services and Teleflex.

Prior to stepping into the entrepreneurial world, Omar has held several senior management positions in high tech companies located in Silicon Valley including Symantec, Oracle, and WebGain. In 2001, Omar was an active member of the Java Community Process (JCP) Executive Committee.

Omar is also a regular speaker at IT events such as JavaOne, JavaPolis, Gartner Summit, Sun Tech Days, Oracle OpenWorld, BEA eWorld, EclipseWorld, OSCON and ApacheCon.

Before crossing the Atlantic, Omar has held several research and teaching positions at the Swiss Federal Institute of Technology, specializing in Artificial Intelligence (AI) and Object Oriented Programming (OOP). He holds an M.S. in Computer Science and Electrical Engineering.

Omar is perfectly trilingual, natively speaks: English, French and Arabic.

In November of 2004 Omar co-founded the Association of Moroccan Professionals in America. AMPA is a non-profit organization established to promote networking between experienced, successful, and active Moroccan professionals in the United States of America: [www.amp-usa.org](http://www.amp-usa.org)