

MAJID EL JARROUDI



Adiva

Co-Founded with Faty Tanriverdi

2011 Global Fellow

BIG BOLD IDEA

Transform the workforce of French corporations by connecting procurement officers with suppliers and entrepreneurs from underrepresented communities.

ORGANIZATION OVERVIEW

Every year, big companies spend billions of Euros in procurement, but discriminate against local entrepreneurs who do not have the right networks/reputation. Adiva is bridging the gap by setting all entrepreneurs on an equal footing in the eyes of corporations through a unique platform that connects procurement officers' needs and the potential of entrepreneurs in disadvantaged territories, which fosters an unprecedented shift of mind and reveals a new generation of first-class entrepreneurs.

PERSONAL BIO

Majid El Jarroudi is a French social entrepreneur. Since 2003, he has founded several consulting and cultural organizations, all focused on providing business opportunities to minorities and promoting corporate diversity. In 2009, Majid started the French Agency for Diversity in Entrepreneurship (Adiva), which encourages large corporations to develop business relationships with entrepreneurs from disadvantaged communities and diverse heritages. He is also the Chair of the Board of HIA France, which develops diversity courses for French and American students.

Organization/Fellow Location

Paris, France

Impact Location

Europe

France

Organization Structure

Hybrid

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