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Executive Summary:

I am a highly experienced, creative, and self-motivated executive with nearly 25 years of experience. I have worked for leading multinational software companies including SAP, Oracle, Microsoft and most recently at IFS in regional and global capacities, based out of three different continents (Europe, Asia and Africa), which gave me a well-rounded experience in dealing with different cultures, challenges and business models.

I hold strong technical and business qualifications with solid track record; where I exceeded expectations throughout my career. I have successfully led diverse teams of professionals in highly competitive, complex and fast paced environments where I significantly transformed the company's position in those markets.

During my first year at SAP, I was recognized by SAP's CEO, Bill McDermott, in his keynote session during the Winner's Circle Event in Hawaii for playing a pivotal role in supporting the company's strategy and the business goals. In my capacity as SAP's Chief Operating Officer for UAE & Oman, my team won the Market Unit of the Year Award for the first time and I was recognized as the Top COO across Southern Europe, Middle East & Africa region. In Feb 2018, I was appointed as SAP Managing Director for Egypt where I was responsible for driving SAP's in country growth plan including sales, marketing, operations and P&L- with a promotion to extend the coverage to High Growth Frontier Countries in 2020. During my tenure, my Market Units achieved its best performance ever since its establishment, including revenue, P&L, customer satisfaction and employee contribution. In September 2021, I was promoted to Head SAP's Business Process Transformation practice across Southern Europe, Middle East and Africa region, covering a region spanning more than 75 countries and employees coming from 80 different nationalities where my team constantly over achieved the sales and growth targets. At IFS, I have been working along side the President of APJMEA as the COO for the region where we achieved the region of the year in FY23 and led the whole transformation of the team throughout since I joined till date.

I am extremely honoured to be on **Forbes Middle East Top 100 Most Powerful Businesswomen** since 2018 till date and to be recognized as one of **Top 5 Women in Technology** by **Forbes Middle East** for 2022. I was recognized as **Inspirational Leader, Diversity and Inclusion Champion** and **Executive Compliance Ambassador** for SAP. I was also selected to be on the **Women to Watch Program at SAP** in early 2020 (a newly established global program back then focused on small group of around 70 top talented women globally).

I was the first female to be appointed by SAP in a Managing Director role for Middle East & Africa and received multiple EMEA President Awards. I had several "Club Excellence Awards" & "Award for Outstanding Performance" at Oracle and Regional "Rising Star Award" 3 months after joining Microsoft.

My strong analytical, customer facing & interpersonal skills enabled me to engage with numerous C-Level Customers & Partners successfully, including many CEOs from all over the world. I am a frequent speaker at multiple Tier 1 events including Forbes Events in Saudia Arabia and Egypt, the Financial Times Conference (London), the Economist Dubai, Mobile World Congress (Barcelona), Telemanagement Forum.

In Jan 2024, I was appointed as Non-Executive Director to Centamin PLC- a FTSE 250 Gold Mining company. In March 2023, I was appointed as Non-Executive Director to the board of **Commercial International Bank (CIB)** and selected as the **Chair CIB's Board Sustainability Committee**. I was also elected as a board member by **American Chamber of Commerce** since June 2021 and as Vice President & board member of the **German Chamber of Industry & Commerce** since Sept 2020 till Sept 2022.

I hold a B.Sc. with Distinction & Honors in Engineering from Alexandria University in addition to Master's in Business Administration (MBA) with Distinction from Maastricht School of Management. My determination, focus, creativity, flexibility, love of diversity and enthusiasm stimulate me constantly in facing new challenges.

Professional Experience

Company: IFS

Date: Sept 2023- Till Date

Position: Chief Operating Officer Asia Pacific, Japan, Middle East and Africa

Responsibilities:

In my role as COO for APJMEA region, I am responsible for leading the go-to-market strategy, business transformation, and growth in the region by attracting and developing top talent to deliver the assigned high growth targets while establishing a strong executive relationship with C- level customers and partners. I was also responsible for enforcing discipline, deal progression, forecasting, demand generation and pipeline management to help maintain healthy pipeline growth while driving Forecast Accuracy in addition to driving renewals, Marketing, BizOperations, enablement, Route to Budget Planning, CQ+1 FC and 4RQ demand generation activities.

Company: SAP

Date: Sept 2021- End of May 2023

Position: SVP & Regional Head of Business Process Transformation for Southern Europe, Middle East & Africa

Responsibilities:

After the very successful performance in the Managing Director role, leaving the team at the best performance ever since the company establishment, I was promoted to establish and lead the new Business Process Transformation practice across EMEA South, the most diverse region at SAP expanding over 75 countries and having employees from 80 different nationalities. With the support of the team, we have managed to build a very solid pipeline and exceed the expectations for revenue, renewals, customer success and P&L and delivering very solid results across all KPIs. I was also selected to be a co-Executive Sponsor for the Business Women Network across Europe, Middle East & Africa region (a board sponsored D&I initiative to support women equality and advancement in the workforce)

Date: Feb 2018 till Sept 2021

Position: Managing Director Egypt with the role expanding to New Frontiers

Responsibilities:

After a very successful performance in my role as Chief Operating Officer for UAE & Oman, I was promoted in 2018 to lead the growth plan and transformation of SAP in the Egyptian market- one of three focus growth markets for the company in EMEA South Region. Since my appointment, the team constantly delivered the best ever year over year performance including revenue and contribution, with double digit growth for the On Premise & triple digit growth in the Cloud. Also, for the first time, the team achieved the market unit for the quarter for 11 quarters out of 14 since my appointment, advancing the Market Unit operations including linearity, forecasting, profitability and employees' participation. In 2020, despite the pandemic, we won the Market unit of year exceeding expectations for all KPIs and on all measures while delivering more than the global average contribution per Head Count.

I have managed together with the team to significantly expand SAP's reach in the market to align our growth plan with the national agenda of the country. This required interactions with the President of the country, the Prime Minister, several other relevant Ministers and a wide range of key influencers & CEOs from the private sector.

Date: Jan 2017 till Feb 2018

Position: Chief Operating Officer- UAE, Oman

Responsibilities:

Promoted in Jan 2017 to the COO role after very strong performance & consistent budget over achievement in every single year at SAP; coupled with a significant double digit YOY growth.

In the COO role, I held the prime responsibility, together with the Managing Director, for achieving the top and bottom-line results for the market unit. I was also responsible for all strategic and operational topics, ensuring that strategic plans are built and executed against, software and services pipeline is sufficient to

meet and exceed budgeted revenue targets, budgeted resources were allocated in the most efficient way to maximize market coverage and penetration without exceeding budgeted costs, and that the underlying processes supporting the business were continuously improved and enhanced to minimize cost and bureaucracy while maximizing customer attention and support.

I was also assigned as an Executive Sponsor to lead strategic deals & Key Initiatives till conclusion. This included top accounts such as Etihad Airways, Expo2020, EmiratesNBD, wasl, RTA & Emaar to mention a few.

Date: Feb 2014 till Jan 2017

Position: Head of Services Industries (Travel & Transportation, Engineering & Construction, Media & Sports, Entertainment & Professional Services Sectors)- UAE

Responsibilities:

I was promoted in less than a year to lead the Services Industries team in the UAE. I managed to transform the team from an underperforming team to the top performing team vs. other industries; achieving triple digit growth in my first year followed by a constant double-digit growth every year thereafter.

Date: May 2013 till Feb 2014

Position: Industry Leader Telecommunication - UAE & Qatar

Responsibilities:

In my very first year at SAP, I have managed to overachieve all my targets & KPIs. I was also honoured to be recognized by SAP Global CEO, Bill McDermott, in his Keynote Speech at Winner Circle Hawaii in after less than a year of joining SAP for my contribution to the business.

Company: Acision (Formerly Logica)- UAE

Date: Oct 2010 till End of April 2013

Position: Senior Director

Responsibilities: Acision was the world leader for Mobile Data Services for Telecoms. It was the first company in the world to develop and deploy commercial SMSC, commercial MMSC & commercial Voice Mail systems; with an expanded focus on other cloud services to support Telecoms for driving revenue from non-traditional voice services.

In my position at Acision, I was responsible for leading the Sales of Acision full portfolio (including software and services) in addition to Acision Innovation Network (AIN) Partners for our customers in the designated Countries, Groups & Key Accounts. The primary objective of my role was to deliver a well-managed, profitable and growing business for Acision in its key focus areas by assessing our total opportunity in the assigned markets while building strong relationships with our key customers & partners to achieve sales revenue, profitability, consumption and the rest of the scorecards.

Company: Oracle Corporation-UK

Date: Oct 2006-Oct 2010:

Position: Senior Director Global Strategy & Business Development, Global Service Delivery Platform (SDP) Team, Communications Global Business Unit

Responsibilities: In the above role at Oracle I had the below responsibilities:

- a) ***Leading the Business Development activities for Oracle SDP in emerging markets including Middle East & Africa, Asia Pacific and Latin America and reporting to Oracle HQ.*** In this capacity, I worked closely with worldwide Telecom Operators, Service Providers, Industry Channel Partners, System Integrators, ISV's and Oracle field sales; focusing on analyzing Operators/Service Providers requirements & creatively applying solutions to address those needs; aiming at improving operational efficiency, reducing complexity and driving IT simplification. My role entailed creating and implementing growth plans, defining new solutions, Go To Market strategies to suit different regions/customer segments while managing the relationship with various stakeholders internally (including product management, engineering, regional business development, sales, support & marketing teams) & externally (including key industry partners, ISVs & system integrators). I also

acted as a trusted advisor & executive sponsor for selected key projects interacting with C-level customers, channel partners and steering committees; driving the development of joint customer case studies to strengthen Oracle solutions and proof points.

- b) ***Leading the Business Development/Advanced Presales team Globally*** to provide product demonstrations, global bid support, proof of concepts, architectural discussions, internal evangelism, field readiness, etc

Date: June 2005-Oct 2006

Position: EMEA Business Development Director, Communications Industry Business Unit

Responsibilities: During this period I had various responsibilities & focus areas in addition to promoting our SDP Platform, where my responsibilities included promoting our end to end offering for the communications sector in Middle East & Africa, Turkey and the Nordic Region.

Date: Jan 2004-June 2005

Position: EMEA Business Development Manager, Communications Industry Business Unit

Company: Microsoft- Egypt

Date: 1st March 2003-31st December 2003

Position: Lead Technology Specialist, NSP (Network Service Providers) Sector

Responsibilities: Promoting Microsoft technologies and solutions in the NSP sector; working closely with key channel partners and ISVs to provide a comprehensive offering to Microsoft NSP customers.

Company: Oracle Corporation- Egypt

Date: March 1999 till March 2003

Position: Manager, Server Technologies, Mobility and Collaboration Suite

Responsibilities: Promoting and evangelizing the above-mentioned Technologies & Solutions internally and externally to Oracle Key Accounts, channel partners & system integrators, spanning across all major industries, including Telecommunications, Public Sector and Financial Services; among others, with an objective of achieving an assigned multi million dollars target of license revenue through supporting and creating new opportunities in sales pipelines. I have also contributed in starting several key activities at Oracle including Oracle Academic Initiative where I have lead the efforts in creating the Oracle curriculum that is now part of the final year Computer Science curriculum for the BSC degree at one of Egypt leading universities. I have also represented Oracle at key IT events & contributed to all product launches.

Affiliations:

- Elected Board Member CIB (Commercial International Bank), Board Head of Sustainability Committee & Committee Member Operations & Technology since March 2023
- **American chamber of Commerce** Board Member since June 2021 till June 2023
- Elected Board Member and Vice President of the **German Chamber of Industry and Commerce** (Sept 2020- till Sept 2022).
- Co-Chair for **Amcham Digital Transformation Committee** (2018- till June 2021)
- Co- Executive sponsor **SAP Business Women Network** Europe, Middle East & Africa (EMEA & MEE)- April 2032
- Executive sponsor for **SAP Business Women Network** Egypt Chapter since 2019
- Selected as a Mentor at **Dubai Women Council** among other leaders in the UAE for 2018 supporting Women Led SMEs and Start-Ups on a volunteer basis.

Hobbies:

I enjoy walking, Yoga, listening to music, attending musicals, travelling and I truly get inspired by exploring different cultures.

References:

Available upon request