

Osama Moustafa

Chief Executive Officer | Digital Transformation Leader | Board Advisor

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Executive Summary

Visionary C-level executive and board advisor with 25+ years of international experience driving digital transformation and economic modernization across MENA, Europe and North America. Renowned for scaling technology enterprises to multimillion-dollar growth, architecting national digital strategies, and advising governments, central banks and industry leaders on innovation and policy reform. Combines strategic vision with hands-on execution to deliver measurable results in fintech, manufacturing, and public sector modernization. Frequent keynote speaker and recognized expert in digital economy leadership.

Core Competencies

Digital Transformation Strategy | Multinational Business Growth | Government & Policy Advisory
Fintech Innovation | P&L Leadership & Investor Relations | Industrial Modernization
AI, IoT & Emerging Tech Integration | Crisis & Change Management | Public Communication Leadership
Board Governance | Cross-Functional Team Leadership (1,000+ Staff) | Global Stakeholder Engagement

Selected Achievements

- Scaled a startup into a \$40 M+ multinational IT enterprise operating across five countries.
- Designed and executed Egypt's national digital economic reform strategy (135 M views, 226 M impressions).
- Digitally transformed operations for 40,000 + factories through e-commerce and data platforms.
- Founded North America's first Arabic media e-platform (\$12 M revenue) reaching millions of viewers.
- Delivered 300 + enterprise technology projects for government, banking and telecom clients.
- Advised C-suite leaders and policy makers on digital competitiveness and innovation strategy.

Professional Experience

Founder & CEO | Sanaabel

Egypt | 2024 – Present

- Founded and directed Sanaabel, a pioneering social-impact platform connecting donors, NGOs and beneficiaries with AI-driven transparency and impact measurement.
 - Orchestrated initiatives targeting EGP 1 trillion in charitable funding to support 64 million citizens nationwide.
 - Built the digital ecosystem, governance framework and fundraising model to ensure accountable and scalable philanthropy.
 - Forged alliances with government entities, corporate donors and civil-society partners to expand reach and sustainability.
 - Directed branding, media and communications strategy to build public trust and global visibility.
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Chief Executive Officer | National Business Development Center (NBDC)

Egypt | 2024 – Present

- Established NBDC as Egypt's national hub for industrial development and SME competitiveness.
- Built strategic alliances with government ministries, investors and international development agencies to mobilize funding and policy support.
- Designed and implemented financing and capacity-building programs benefiting 40,000 + factories nationwide.
- Led national initiatives to accelerate Industry 4.0 adoption, digital manufacturing and supply-chain modernization.
- Oversaw institutional development, fundraising and governance to scale impact and ensure long-term sustainability.
- Represented NBDC in national and international forums on digital economy and industrial policy.

Digital Transformation Advisor | Egyptian Federation of Investors

Egypt | 2022 – 2024

- Spearheaded digital transformation initiatives for 60 + industry associations, enhancing competitiveness and market reach.
 - Developed a national e-commerce infrastructure for factory marketing and export promotion.
 - Partnered with leading financial institutions to integrate secure digital payment gateways.
 - Designed AI-driven data analytics solutions for real-time market intelligence and policy insight.
 - Created digital platforms linking Egyptian manufacturers with regional and global supply chains.
 - Provided C-level advisory on technology adoption and digital competitiveness.
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Digital Transformation Strategist | Central Bank of Egypt

Cairo | 2016 – 2021

- Led the Bank's national digital communication and financial inclusion campaigns during economic reform.
 - Produced 700 + videos and 47 K media posts reaching tens of millions of citizens.
 - Acted as Digital Advisor to the Governor on Corporate Communications.
 - Implemented digital governance frameworks and AI-based analytics to guide policy decisions.
 - Enhanced transparency and public trust through integrated digital communication ecosystems.
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Chief Executive Officer | Tawasol IT

Egypt, KSA, UAE, Kuwait, Spain | 2008 – 2020

- Scaled a startup into a multinational IT solutions provider delivering 300 + enterprise projects.
- Managed 500 + staff and expanded operations to five countries with sovereign fund investment.
- Partnered with Dubai Police, Central Bank of Egypt, and FC Barcelona on digital initiatives.
- Implemented AI, IoT and data-driven technologies for governments and financial institutions.
- Established innovation labs to drive product R&D and emerging tech integration.
- Achieved consistent double-digit annual growth through strategic planning & client expansion.

Managing Director | Global Education

2005 – 2008

- Digitalized vocational training centers and implemented e-learning platforms serving 300 K + students.
 - Formed international partnerships for curriculum development and knowledge transfer.
 - Championed digital education technologies to modernize learning environments nationwide.
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Founder | The Message (Media Company)

North America | 2001 – 2005

- Pioneered Arabic digital content platforms in North America, generating \$12 M in revenue.
 - Created multicultural digital media strategies and distribution networks reaching diverse audiences.
 - Built advertising ecosystems for ethnic media markets using data-driven targeting models.
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Sales Director | Xerox Techno Office NYC

New York | 1998 – 2001

- Delivered \$18 M + in sales and ranked among top-performing regions nationwide.
 - Led digital document management transformations for enterprise clients.
 - Managed key Fortune 500 accounts and expanded corporate solution sales.
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Founder | Selsela IT

Egypt | 1995 – 1998

- Built early IT infrastructure solutions supporting public and private sector digitization.
- Developed enterprise software and network architecture for clients across industries.
- Established international technology partnerships and consulting services.

Print House Manager | Salasel

Egypt | 1992 – 1995

- Introduced desktop publishing and digital printing technologies to academic institutions.
 - Managed production operations, client relations and workflow optimization.
 - Implemented quality control systems enhancing print accuracy and efficiency.
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Education & Executive Training

- **DBA, Doctor of Business Administration** – New York Academy, USA (2003 – 2007)
- **MBA, Strategic Management** – New York Academy, USA (2000 – 2002)
- **B.Com, Business Administration** – Tanta University, Egypt (1989 – 1992)

Executive Certifications

- Digital Transformation Leadership – Advanced Executive Course, UK (2018)
 - Supply Chain Analytics & Management – Indian Institute of Technology, India (2021)
 - Digital Marketing & Communication Strategy – Universidad de Barcelona, Spain (2013)
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Languages & Global Engagement

- **Languages:** Arabic (native), English (fluent)
- **Keynote Speaker:** GITEX, MWC, CeBIT, WSA, Cards & Payments ME and others
- **Featured Expert:** Forbes ME, MBC, DMC, BBC, Dubai TV