



GCF 5G MENA



“Building a 5G World” Workshop

Speakers’ Biographies



BUILD A 5G WORLD



Dubai, UAE. 25 November 2019

Sheraton Hotel, Mall of the Emirates, Dubai, UAE. 25 November, 2019

Sheraton Hotel Mall of Emirates (Ivory 1 and Ivory 2)



Dr. Mahmoud R Sherif
**VP Infrastructure Strategy &
Architecture Infrastructure**
EITC



Dr. Sherif is the Head of the Infrastructure Strategy & Architecture at the Emirates Integrated Telecommunications Company (du). He is a leading expert with more than 20 years of international experience in the strategy, design, development and implementation of next generation networks technologies and related infrastructure. He received his Ph.D. degree in Electrical Engineering from the City University of New York, USA. From 1997 to 2008, he was working in the Wireless Business Unit at Lucent Technologies (which became Alcatel-Lucent in 2007), in Whippany, New Jersey, USA. In 2008, he moved to Dubai in the United Arab Emirates to join the Emirates Integrated Telecommunications Co. "du" where he has held several positions including the head of the Mobile Network Planning and has recently resumed the responsibility of being the Head of the Infrastructure Strategy & Architecture. He has published several related papers in various Technical Journals as well as multiple international conferences. He has multiple contributions to the 3GPP and other Telecommunications standards. He also has multiple granted patents in the USA. In 2015, Dr. Sherif co-authored a book titled "Design, Deployment, and Performance of 4G-LTE Networks:



Mr. Lars Nielsen
CEO
Global Certification Forum (GCF)



Since 2013, Lars is responsible for expanding the global reach of the GCF certification scheme to cover India, the Middle East and Latin America and its diversification into developing industries such as the IoT. Prior to joining GCF, Lars worked at Motorola for nearly 30 years, where he gained in-depth experience in development, testing, quality and compliance of mobile devices, as well as the management of international regulatory and policy issues. During his time at Motorola, Lars chaired the Mobile Terminals Working Group of DIGITALEUROPE and was instrumental in establishing the MoU on a common mobile charger solution in the EU. Active across the mobile industry, Lars has participated in working groups for bodies as diverse as the ITU-T, ETSI, CENELEC and PTCRB, as well as serving as an official Bluetooth Qualification Expert. Lars is a well-known and respected figure within the mobile industry, having actively participated in the work of the GCF since the organization was founded in 1999. He served as the Motorola delegate on the Board of Directors when GCF was incorporated in 2008.



Mr. Chris Hogg
Programme Manager
Global Certification Forum (GCF)



As GCF Programme Manager, Chris advises on the operational and strategic development of GCF's Certification Programme working with GCF's members and partner organizations to define and maintain GCF's Certification Criteria. He also advises on how to identify and deal with changes in the market that impact the demand for GCF Certified devices.

Prior to GCF, Chris was a standards manager in Nortel actively negotiating standards for IMS and VoLTE in a wide range of international groups including ITU-T, ETSI and 3GPP.

Chris runs his own consultancy – Kensington Communication Consultants – advising clients in the mobile and IoT industry. As a member of Dot Matrix Group Investment Syndicate he regularly reviews UK tech start-up business plans and questions Boards on their strategic priorities.

Chris holds an MBA from Imperial College, London (2014) and he is a Professional Engineer (UK CEng) with a Masters degree in Electronics and Electrical Engineering from University of Strathclyde (2000).



Mr. Jawad Jalal Abbassi
Head of MENA GSMA



Jawad leads the GSMA MENA team in the UAE, Kuwait, Lebanon, Jordan, Egypt and Tunisia responsible for GSMA work & activities in the MENA region, which spans 25 countries. He oversees the MENA advocacy activities and GSMA programs such as future networks and technology programs. As a team, our role also includes engaging our members (the mobile operators) in the strategic directions of the GSMA including strategies for 5G deployments, Internet of Things, Identity and AI. The GSMA MENA team works with a wider team of mobile experts based in London and other locations within the GSMA is in charge of engaging all stakeholders in the region and advocacy work to insure the sustainable investments in mobile broadband networks. Our work includes promoting the mobile industry's positive contributions to regional and national economic development at the highest levels, influencing the region's major opinion leaders. Jawad's career experience in ICT and Media spans 26 years. Before joining the GSMA as head of MENA in Oct 2015, Jawad managed the Arab Advisors Group, which he had founded in 2001 and sold 55% of the company to the Arab Jordan Investment Bank in 2005. Before founding Arab Advisors Group, Jawad's career experience included working as a senior telecommunications and technology consultant with the Yankee Group in Boston - USA. Between 1998 and 2000, Mr. Abbassi was a Senior Analyst with the communications research arm of the Economist Intelligence Unit in Boston. Jawad is also a frequent guest speaker at conferences and seminars related to technology, communications and media in the Arab World. Jawad has received his BSc in engineering from the American University in Cairo -Egypt in 1993 and received a scholarship for an MSc in information systems from the London School of Economics in 1998. He also completed executive education courses in finance for Senior Executives from



Mr Sam Dibas
sector-versatile
Global Executive Director
Vodafone Group



>25 years' experience; builds world-class enterprise service organisations and advocates new technology, digital, innovation and lean operations to transform landscapes. Sam is an experience as a senior technology Global Director who has great skills across the Telecoms/IT technology domains as well as excellent vision into modernisation and optimisation of technology operational and business practises. Sam has vast industry experience working with major telecom and IOT companies like Ericsson, Anite and Keysight coupled with international experience. Sam Dibas is currently the Regional head for Technology in the Vodafone Group Partner Market for the Middle East and Russia.



Mr. Mohamed Bakry
Head of Systems Engineering
Cisco



Mohamed Bakry has Joined Cisco in April 2007, as Systems Engineer focusing on top service provider in Middle East and Africa with a deep experience in all the market segments including public sector, enterprise and other verticals. Progressing into the systems engineering carrier path. Mohamed Bakry became Systems Engineering Leader and, recently, he was appointed as a head of systems engineering to service provider segment in Middle East, where he successfully set the technical vision for cisco systems engineering community, delivered major technical sales initiatives and developed strategic actions allowing capturing market transitions and business through technical and architectural excellence, he also has over 19 years of experience and background in the telecommunications industry and is a reputable brand in the industry. Bakry is known to have a brand of consistency, high performance and a team player. He is a highly effective leader and possesses exceptional soft skills to mentor, influence and coach his team and indirect teams that work with him and for him. s outcomes. He graduated with honours in Telecommunications and Electronics Engineering from Helwan



Mr. Abdessattar Sassi
CTO ZTE UAE



Abdessattar is the CTO for the ZTE UAE office, leading the 5G efforts in MENA for ZTE and taking care of valuable customers including Etisalat Group and Du.

An industry veteran with 25 years of experience across the entire industry lifecycle from R&D to Marketing & Sales to Services. Along his career development, Abdessattar gained expertise in ICT architecture and solutions, Wireless, Fixed, Core Network, IoT, Managed Services, Cloud,... and accumulated a significant business management experience as a management consultant at McKinsey. Abdessattar has in his record several technology patents, and a number of large successful breakthrough projects with major operators in USA, China, Thailand, India, and in Africa.

Abdessattar graduated in 1994 from Telecom Sud Paris in France.



Mr. Anas N. Mostafa
Regional Sales Director
VERIDOS

Anas N. Mostafa is the Regional Sales Director with VERIDOS - Middle East (www.veridos.com), he collaborates with clients from government and public sectors in order to secure digital identities and to enable the transformation towards trusted mobile-based eGovernment services.

Prior to VERIDOS, Anas worked with G+D Mobile Security (www.gi-de.com), he managed the company's Telecom Market Solution Sales in MENA and provided consulting to clients on the best practices for commercializing emerging innovations like eSIM for IoT and M2M.



Mr. Faisal.Ashour
Senior Sales Executive Keysight



Senior Sales Executive with more than 19+ years of experience in Sales Management and Business Development in the Middle East region.

Faisal Ashour is the Sales Director for Keysight in the Middle East region, with responsibilities to sell the Keysight Network Emulations Solutions for Operators and Keysight Nemo Drive testing solutions. With a clear Focus on addressing Customer needs and providing Tailor made solutions to Operators in Middle East, Prior to joining Keysight, Faisal has worked with Multi-National Companies like Ericsson, Optimi, InfoVista and Orange with a Focus on Driving Sales in the Middle East region.



Mr. Ammar Jamal Ammar
Head of Networks Campaigns in
Middle East and Africa Ericsson



Ammar Ammar is a graduate from Damascus University, with a degree in Telecom Engineering, crowned with an Executive Master of Business Administration from London Business School. He has been working with Ericsson in the region for the past 18 years within the technology sector.

During his career, Ammar held several positions in the technology division. In 2001, he started as a Solution manager at Ericsson looking after the Middle East region. In 2006, he was appointed as Head of Network Solutions where he was responsible for 14 countries in the Middle East while being based in the UAE. He subsequently held the position of Head of Mobile Broadband as well as Head of Networks for Ericsson in Gulf Countries. Since August 2017, Ammar has been the Head of Networks Campaigns in Ericsson Middle East and Africa.



Mr. AJI ED
CTO Middle East and Africa
Nokia



Aji Ed is the CTO for Middle East and Africa at Nokia. Proven leadership experience of more than 19 years in telecommunications industry ranging across CTO, R&D Leadership and Management roles. In the current role, Aji is responsible for Nokia product portfolio alignment with operators across the region. Highly committed to designing customer centric product portfolio together with R&D and Aji has worked across many countries in India, Europe, Middle East and Africa



Mr. Shakil Ahmed
Regional Director
Mobile Network Testing
Rohde and Schwarz



Has been working in the T&M industry from the past 21 years and has extensive knowledge of different technologies from GSM to LTE and now 5G NR. Rohde and Schwarz, he works as the Regional Director for Middle East and Africa and is responsible for introducing new technology testing in MEA market.



Mr. Hashim Zafar



Hashim has been working in the field of Mobile Networks & Network Testing for over 15 years. Started at peak with Aircom and then Ericsson, Hashim has rich experience in networks & technologies. After that Hashim started in Test & Measurement domain with Actix, Keysight and now with Rohde & Schwarz. In MEA region, Hashim works in Mobile benchmarking and optimization projects with various network operators, infrastructure vendors and service companies and regulators in both products & services projects. He holds a M.Sc. degree in Mobile & Satellite Communications from the University of Bradford, UK.



Mr. Hani ELKukhun
Vice President Strategy Middle East
Huawei



Hani ELKukhun is the Vice President Strategy for Huawei Middle East based in Dubai. His responsibilities span from Huawei's regional corporate strategy, to exploring and implementing innovative ways to Go-to-Market, in times where 5G, ecosystems, new technologies, and new digital operating models are key to success. With his vast Telecom and Enterprise background, He is a trusted strategic advisor to the Middle East leadership team, his contribution is part of the regular strategic agenda setting for Huawei in the various countries. ELKukhun is a seasoned executive with more than 20 years of experience in the U.S., Canada and the Middle East. Prior to joining Huawei, ELKukhun was the Chief Operating Officer responsible for all of the commercial, technical, customer service, and operations for Ooredoo Kuwait, an operator that was a challenger in a highly competitive market. He was able to use his deep ICT experience in setting a strategy, developing new commercial leadership, and implementing operational excellence during the transformation journey. Prior to Ooredoo Kuwait, ELKukhun was the COO for the leading mobile incumbent, Zain Kuwait. ELKukhun holds a Bachelor of Science degree in Computer Engineering, obtained from the University of Notre Dame in the USA and has attended many executive leadership courses in the Middle East, Europe, Canada and the US.



Mr Marc Fleschen
CEO and Founder of Zero1 LiFi
Founding member of the LCA (Light Communication Alliance)



is a French entrepreneur in Technology, based in UAE with offices in Luxembourg and France. Marc Founded Li-Fi Technology establishment called Zero1 in 2016 in UAE and since then expanded the company internationally. Zero 1 is the leader in Li-Fi Technology worldwide and is the only company in the world that can facilitate Visual Light Communication through camera of mobile Phones. Moreover, Zero1 is the major founder member of Li-Fi Alliance along with IEEE standardization of the Technology. French Tech Award 2017, Special Jury Award by CCEF Grand Prix PME 2017, Mobile Innovation Award by BPI France in 2017 and Trophy of the Trophies Award for Innovations by CCI international in 2018 are the major honors received for his Achievements in this technology. Mr Flechen in currently working with a Li-Fi enabled 5G project under Digital Luxembourg, the seat of European Union vision.