

MENA's Fintech innovators: Digitizing financial services

Tuesday, December 14, 2021

9:00 am ET/4:00 pm EET/6:00 pm UAE

Virtual event via Zoom

Speaker Bios



Hosam Arab

Co-Founder and CEO, tabby

Hosam Arab is the Co-Founder and CEO of tabby, a Fintech startup born in the UAE which has become one of the best funded startups in the Middle East with over \$130m raised. Previously, Hosam was the Co-Founder and CEO of Namshi, the Middle East's premier online fashion destination which was fully acquired by Emaar Malls in 2019. Prior to co-founding Namshi, he worked in Private Equity with Waha Capital in Abu Dhabi, managing Waha's portfolio of assets. Hosam earned a Bachelor's degree in Electrical Engineering from Canada's Queen's University and holds an MBA from Harvard Business School in Boston.



Nadine Mezher

Co-Founder and CMO, Sarwa

Nadine Mezher is the Co-Founder and CMO of Sarwa, the first and fastest-growing investment platform and personal finance app for young professionals in the region. Sarwa is backed by top international and regional stakeholders as well as government funds that include the Dubai International Financial Center and Mubadala Investment company. Nadine co-founded Sarwa after years of consultancy in retail strategy and marketing with a track record of projects delivered for clients ranging from government entities such as the Office of HH the Crown Prince of Dubai and multi-nationals such as Nestle. Prior to that, she worked for Dubai Tourism and Commerce Marketing, Government of Dubai in retail strategy and strategic alliances where she managed city wide activities and festivals. Nadine comes from a multi-disciplinary background with over 17 years of experience in management strategy and brand communication across industries and geographies. She holds a Bachelor of Business Administration from the American University of Beirut as well as a degree in design from Esmod Paris. Nadine is an award-winning entrepreneur and regular speaker on global platforms on the topics of business ownership, Fintech, and women in the workforce.



Ashraf Sabry

Founder and CEO, Fawry

Ashraf Sabry is a technology business expert and the Founder and CEO of Fawry, currently Egypt's largest Electronic Payment Network. With 20 years of experience in finance and IT, and a vision to enable nationwide electronic financial services, Sabry managed to establish Fawry as one of the fastest growing ventures in the Middle East. Prior to creating Fawry, Sabry spent 10 years leading sales at IBM Egypt and later was key to the success of Raya

Holding, Egypt's leading ICT company where he directed the operations, finance, and business development for years before he eventually led the whole IT line of business for the group. Sabry holds an MBA from Leeds University in the United Kingdom.

Moderator Bios



Amjad Ahmad

Director and Resident Senior Fellow, empowerME, Rafik Hariri Center for the Middle East, Atlantic Council

Amjad Ahmad is director and resident senior fellow of empowerME at the Atlantic Council's Rafik Hariri Center for the Middle East. He focuses on shaping innovative investments to empower entrepreneurs, women, and the private sector in the Middle East. He develops strategies and policies to drive sustainable prosperity through the creation of dynamic entrepreneurial economies, the economic participation of women, and educational transformation. Amjad is also managing partner of the venture capital firm Precinct Partners and serves on the boards of Homzmart, Tapal Tea, RSA Global, Mr. Usta, and The Luxury Closet. He was recently appointed to the board of Amideast, a leading US nonprofit organization engaged in international education, training, and development activities in the Middle East and North Africa, as well as building cross-cultural understanding between the United States and the region. Based in the United Arab Emirates for fifteen years prior to moving to Washington, DC, Amjad has collaborated with business leaders and entrepreneurs to build leading companies in the Middle East. Through his work as a venture capital and growth investor, Amjad established two investment firms in the region that provided over \$1 billion in funding to over fifty companies in sectors ranging from technology and education to healthcare and finance. During the past five years, Amjad has focused his investments on entrepreneurship, innovation, and technology. Amjad holds a master's degree in international affairs with a concentration in international finance and economics from Columbia University and is a graduate of the general management program at Harvard Business School.



Ola El-Shawarby

Senior Investment Analyst, Emerging Markets Equities, VanEck

Ola El-Shawarby is a senior member of the portfolio management team of the active Emerging Markets Equity Strategy (EME) at VanEck; she primarily oversees the EMEA (Europe, Middle East, and Africa) region of emerging markets for the strategy. In addition to her investment research and portfolio management responsibilities on the EME team, Ola is also a member of VanEck's ESG Committee. Prior to joining VanEck, Ola was a Director and Senior Investment Analyst at Caravel Management LLC, responsible for identifying and analyzing investment ideas and economic and political evaluations of growth and risk for Middle East, North Africa, and Emerging Europe equities and companies. She was previously a Private Equity Summer Fellow at KAUST Investment Management Company, where she helped set the private equity investment strategy for the King Abdullah University of Science and Technology Endowment. Prior to that, Ola held several roles at EFG-Hermes Asset Management, including Vice President and Portfolio Manager. Ola is CFA charterholder and a member of the CFA Society Egypt. She holds an MBA from Harvard Business School, a BA, summa cum laude in Business Administration (concentration in Finance) from the American University in Cairo, and a BS in Political Science (minor in Economics) from Cairo University.