



SHERIF SAFWAT

SENIOR VICE PRESIDENT- BRAND & MARKETING COMMUNICATIONS DU

Sherif, holds a French Baccalaureate, a bachelor of arts in business administration, a MBA from RSM Erasmus and a global executive **'OneMBA' degree from University of North Carolina Kenan-Flager ranked 5th worldwide by Business Week**, enjoying the perspectives and best practices from each world region with its courses taking place in the US, Europe, Latin America (Brazil and Mexico), and Asia.

Today, **Sherif has more than sixteen years of professional experience with six successful start-ups** developing professional expertise, financial orientation, self starting initiatives, cross cultural awareness, organization astuteness, team spirit and entrepreneurial spirit.

In the early 90's, Sherif joined for **seven years the Royal Dutch Shell Group** launching the retail operations in Egypt with his last assignment as its Branding, Marketing and Communications Manager for the North African Market with several assignments in the Netherlands and the UK.

He then chose to join the telecommunication industry working for the establishment of the leading Egyptian Company for Mobile Services, MobiNiL as **one of its executive committee members shaping the future of the mobile telecommunication in Egypt**. Played a key role in contributing to the success of MobiNiL exceeding the one million-subscriber mark in less than one year. **Today, MobiNiL has more than 15 million subscribers and maintains one billion US\$ of annual revenues with more than 50% market share.**

Sherif decided later to join Noor Advanced Technologies as its Director for Marketing launching together with the government the **free internet concept in Egypt**.

In 2001 joined Orascom Telecom setting up the Algerian gsm network where as a **Marketing Director & Media Spokesman, successfully launching Djezzy gsm** in Feb. 2002, setting up all the products and services for **today's 12 million subscribers and 1.5 billion US\$ annual revenues with around 65% market share.**

In 2003, founded his own specialized media solutions agency in Paris and Dubai Media City offering **consultancy services to companies within the areas of Strategic Marketing, Creative and Customer Relationship Management.**

Early 2006, Sherif joined du as a senior management consultant appointed as du's **senior vice President for Brand and Marketing communications** achieving today more than **two million mobile customers** a few months post launch of services and winning awards for the brand du amongst which the **Telecoms World Middle East 2007** 'best brand' award.

In addition, Sherif is a member of the young Arab Leaders and an active speaker in major international events on Brand successes.