

## Moderator



**Mr. Haidar Fraihat** | Director, Statistics, Information Society and Technology Cluster, ESCWA

Haidar Fraihat joined ESCWA in 2011 as the Director of the Information and Communication Technology Division. He was then assigned as Director of the Technology for Development Division in 2014, Senior Advisor to the Executive Secretary of ESCWA on Technology and Innovation in 2019, and is currently Leader of the Statistics, Information Society and Technology Cluster.

Before joining ESCWA, Mr. Fraihat held several leadership and governmental positions in Jordan, including as the Director-General of the Jordanian Department of Statistics and Director-General of the National Information Technology Center. He began his career as a professor and lecturer at various universities worldwide.

Mr. Fraihat earned a PhD in Management Science from Illinois Institute of Technology in 1992, and a Master's in Business Administration in Management Information Systems from the University of Bridgeport in 1988, both with excellence. Throughout his 30-year career, he has established a 360-degree view of information and communication technology, statistics, technology for SDGs, quantitative management, econometrics and other related topics. He has worked in six countries within 11 institutions, namely non-governmental organizations and academic, government and research institutions.

## Speakers



**Mr. Imad Kreidieh** | Chairman and Director General, OGERO, Lebanon

An international business professional, an inspirational leader with extensive board level experience; meet Ogero's Chairman and General Director striving to establish a new era in Lebanese Telecommunications, Imad Kreidieh.

Having acquired specialized expertise in the development and implementation of highly effective strategies for several global mobile operators and institutions, Imad has built a solid track history in leading businesses to remarkable revenue growth and expansion.

Combining an entrepreneurial outlook, strong commercial skills, a visionary mindset and a passion for achieving objectives, Imad Kreidieh has taken on the mission of transforming the nation to the regional's leading digital hub.

Education:

- Dual MBA in Business Administration ESA / ESCP
- Master of Arts, Monetary Economics, Northeastern University



## **Ms. Leila Serhan** | Senior Vice President and Group Country Manager (NALP), Visa

Leila Serhan currently serves as Senior Vice President and Group Country Manager for the North Africa, Levant and Pakistan (NALP) region – a region which serves 15 countries from five regional offices. In this role, Leila and her team are focused on driving Visa's business growth in the region with key clients and partners from financial institutions, partners, and government in support of Visa's mission to help individuals, businesses, and economies to thrive. In support of national digitization agendas, Leila and her team are committed to making Visa a partner of choice, while unlocking growth opportunities for new and existing clients and partners across the NALP region. Leila brings more than two decades experience of leadership positions, including 20 years gained at Microsoft prior to joining Visa where she led Microsoft's public sector business across the Gulf region, and previously served as General Manager for its operations across North Africa, East Med and Pakistan.



## **Ms. Nermine El Saadany** | Regional Vice-President-Middle East, ISOC

Nermine El Saadany joined the Internet Society in August 2018 and now serves as Regional Vice President for the Middle East.

Nermine comes to us from the Government of Egypt where she was the Under-secretary for International Relations at the Ministry of Communications and Information Technology. Nermine is a gifted professional with around 25 years of working experience in the field of Internet policy, research on political economy, international & regional affairs, International Organizations Relations (UN and EU), and ICT diplomacy. She is a seasoned bilateral and multilateral negotiator and a specialist in the design and implementation of information and communications technology (ICTs) development projects and events.

Nermine El Saadany holds a Masters in Economics from the American University of Cairo and is on the board of Diplo Foundation. Nermine El Saadany is located in Cairo, Egypt.



## **Mr. Marco Brandstaetter** | Regional Director Middle East & South Asia, DE-CIX

Marco works as Regional Director for DE-CIX and is responsible for Middle East and South Asia. His current focus is on developing UAE-IX as the first 100 percent neutral IXP in the Middle East and help to develop DE-CIX in India where DE-CIX Mumbai is meanwhile the biggest Internet Exchange in APAC region in terms of networks.

Coming from a software development background, Marco founded HAPPYsoft, a software development company, in 1992, and HAPPYnet, one of the first ISPs in Austria, in 1995. In 2003, Marco founded i3b and from that time on he focused on the field of telecom wholesale. After driving forward i3b's internationalization as wholesale partner for last mile and MPLS connections and finally selling IP transit, the company was sold to its biggest wholesale customer (2010) and ever since Marco worked as independent consultant in the telecom industry.



## **Mr. Houssine Saf** | Member of l'APEBI.(Fédération des professionnels du Digital and MAG Member of NAIGF-North Africa Internet Governance Forum, Morocco

Hussine Saf is a data scientist, specialized in innovation & ICT. He is a journalist and expert in Digital Media. He is the president of PaaScoop (first ICT Platform As A Service for Media in Morocco) [www.paascoop.ma](http://www.paascoop.ma). He is the director and founder of Multimedia Content Network, MCN. Also, he is a professor in charge of Digital Media Master at Press High institutes: ISIC- Rabat (Institut Supérieur de l'Information et la Communication). He is a vice president of The Moroccan Center for Media Innovation. In addition, he is a membre de IGF-Maroc (Internet governance Forum) since 2017 & Membre de NAIGF North Africa IGF since 2019.