



# Mohamed Shelbaya

CEO, PepsiCo North Africa

Shelbaya is a PepsiCo veteran with over 28 years of experience across Middle East and North Africa's business models and markets. Since the start of his role in Egypt, Shelbaya has taken the business front to great milestones by exemplifying PepsiCo's Faster, Stronger and Better strategy in the Egyptian market. He launched "Recycle for Tomorrow" one of the biggest waste management platforms in Egypt, "She Feeds the World" that aims to empower Egyptian female farmers, "She Works Wonders" that aims to increase female representation in male-dominated jobs, and finally "Egypt 2030 Hackathon" that empowers and enables young entrepreneurs and startups. Prior to this, Shelbaya was the Vice President of MENA Snacks Category where he played a critical role in driving the snacks business growth and leading the MENA snacks innovation revenue to unprecedented levels. Shelbaya was also the General Manager, Egypt Snacks where he grew the business double digit year on year, achieving break-through results on market share and equity metrics. Shelbaya has held a wide range of roles since joining the company back in 1994. He was the Vice President of PepsiCo's bottling operations for Saudi Arabia and Yemen, and had previously served as Sales and Customer Development Director for the Middle East & Africa. He also held other leading



# Hisham El-Khazindar

Co-Founder and Managing Director, Qalaa Holdings

Hisham El Khazindar is Co-Founder and Managing Director of Qalaa Holdings, a leading investment company in Africa and the Middle East. Prior to co-founding Qalaa Holdings (formerly Citadel Capital), El Khazindar was Executive Director of Investment Banking at EFG Hermes where he advised on landmark M&A and IPO transactions in the region. During 1999-2000, he was on secondment to Goldman Sachs in London. El Khazindar serves on the boards of leading regional companies, including El Sewedy Electric and Magrabi Retail, and on the Advisory Committee of the Emerging Markets Private Equity Association. He also serves as a Trustee of the American University in Cairo, as a Trustee of the Cairo Children's Cancer Hospital and as a Fellow of the Aspen Institute's Middle East Leadership Initiative. He holds a BA in Economics from the American University in Cairo (1996) and an MBA from Harvard Business School 2003.



# Eng. Khaled Kacem

Vice President Upstream, Country Chairman and Managing Director of Shell Egypt

Eng. Khaled Kacem is Vice President Upstream, Country Chairman and Managing Director of Shell Egypt. He has over 27 years of experience in Executive Management, JV Management, Operations and Project Engineering Management.

Khaled joined BG group in 1998 and has held a variety of leadership positions in Tunisia, UK and Egypt. He has a track record of delivering excellence as well as adding value and growth in complex assets in the Oil & Gas sector.

Prior to this role, Kacem was the VP and Country Chairman of Shell Tunisia Upstream Ltd since May 2016 after Royal Dutch Shell's integration with BG Group earlier in the year.

Khaled has occupied the position of President and Asset General Manager of BG Egypt after being the General Manager and Managing Director of Rashpetco. Prior to Shell and BG Group, Khaled worked for six years in a joint-venture company in Tunisia conducting operations on behalf of the NOC and Elf Aquitaine.

Eng.Khaled holds a Master's degree in Mechanical Engineering and a Management diploma from the Chartered Management Institute (CMI) in the UK.



# Dr. Hatem Werdany

Country President, Egypt - AstraZeneca

**Hatem Werdany has over twenty years of diversified experience in the pharmaceutical industry in Egypt, the Gulf countries and UK, in the fields of sales and marketing.**

**Before his current assignment as Egypt Country President, he has held the positions of Emerging Market Strategy Lead, and Brand Director Acute Coronary Syndrome and Chronic Kidney Disease for AstraZeneca International from 2018 to 2019, and Cardiovascular Business Unit Director from 2014 to 2018.**

**Prior to joining AstraZeneca, he has held different sales and marketing roles at Sanofi in Egypt, and GSK and Johnson & Johnson in the UAE. He holds a Bachelor degree in Pharmaceutical Science.**