



Ahmed Riad

Senior Director, Strategy and Industry Development, Huawei

Ahmed Riad, a seasoned professional in the ICT sector, possesses over 15 years of diverse international experience that spans digital transformation, innovation, and industry development. With a profound understanding of digital technologies, infrastructure, entrepreneurial ecosystems, and digital business growth, Ahmed's expertise extends across multiple regions and hierarchies.

Throughout his illustrious career, Ahmed has worked with multinational corporations and organizations such as Ericsson, Nokia Siemens Networks, the International Telecommunications Union (ITU), and presently, Huawei Technologies. In his incumbent role at Huawei, Ahmed orchestrates strategic alliances and molds partnership avenues for Huawei's standardization teams. He also engages robustly with global institutions in the realm of ICT standardization and strategic industry advancement, while simultaneously identifying and interpreting pivotal ICT industry shifts, fostering innovation within Huawei.

Prior to his role at Huawei, Ahmed worked at the ITU headquarters in Geneva. Notably, he played a pivotal role in planning and development of the Good Global Summit and leading the AI for Good Innovation Factory. Which is an AI for Good initiative that identified and amplified AI-driven solutions and innovations aligned with the UN's Sustainable Development Goals. Additionally, at ITU Telecom, Ahmed adeptly handled Small and Medium Enterprises innovation initiatives and cultivated partnerships with multiple entities spanning the Middle East and North America.

Before his work at ITU, Ahmed exhibited his technical expertise while delivering numerous projects across the Middle East, Africa, and Asia for giants like Nokia Networks and Ericsson. Serving in capacities such as Senior Solution Architect and Senior Technical Project Manager, in the Mobile Broadband sector.

Academically, Ahmed holds a Master of Science degree in Telecommunications with Business from the esteemed University College London, UK. A dual Bachelor of Science degree in Electrical Communications and Electronics Systems Engineering from University of Greenwich, UK, and Egypt. And currently doing his Executive MBA at IMD Business School.