

# Strategy that **scales**. Programs that **deliver**.

Dina Khedr partners with founders, institutions and development organizations to design growth strategies and national-scale programs, and see them through to measurable results. Eighteen years at the intersection of strategy, growth and national programs — turning complex mandates into clear direction and measurable outcomes.



**18+**

years of strategic leadership

**40,000+**

students & graduates reached

**20+**

government, international & industry partners

**7.8x**

platform user growth in six months

**13**

flagship programs & campaigns

**10**

sectors served

## Startups & SMEs

For founders and leadership teams ready to sharpen their position, enter new markets and build growth engines that outlast the launch.

### Growth & Go-to-Market Strategy

Decide where to play, how to win and what to do first.

### Brand Positioning & Architecture

Positioning, messaging and identity that make you the obvious choice.

### Fractional Growth Leadership

A senior growth leader in your team, part-time.

### Strategic Partnerships & Business Development

Partnerships, pipeline and the systems to grow B2B revenue.

## Institutions & NGOs

For universities, government bodies, donors and corporates that need programs designed, funded and delivered to measurable impact.

### Program Architecture & Delivery

From blank page to funded, delivered and measured.

### Ecosystem & University–Industry Partnerships

Connecting universities, employers and ecosystems at scale.

### Flagship Summits & National Activations

Summits and campaigns designed for reach and results.

### Proposal & Funding Strategy

Proposals designed to be selected — and delivered.

## A DISCIPLINED APPROACH

### Diagnose

Market, organization and stakeholders.

### Architect

Design built for the realities on the ground.

### Deliver

Execution, launch and team enablement.

### Measure

KPIs, reporting and refinement.

## WAYS TO ENGAGE

### Strategy Sprint

Set direction · 2–4 weeks

### Fractional Leadership

Embedded, part-time · 3+ months

### Project Engagement

End-to-end scope · 1–6 months

### Advisory & Workshops

Sessions and ongoing counsel

BRAINSMINGLE · 2026

**BrainsMingle AI Summit 2026**

A free, fully virtual week of five AI tracks: 135 speakers from 16 countries, 90 sponsors and partners and 570K+ minutes watched.

**20K registrations in one month**

GOOGLE × WUZZUF · 2025

**Google Gemini Pro Student Activation**

An integrated campus and digital campaign across Cairo University, Mansoura University, AUC and the Arab Academy.

**30,000+ student sign-ups**

HSBC EGYPT · NILEPRENEURS · 2019–2022

**NilePreneurs Accelerator**

A six-month growth-stage accelerator designed and led across two full cycles, from structured mentorship to investor readiness.

**50+ startups graduated**

WUZZUF · 2016–2018

**WUZZUF Internship Program**

Egypt's first structured internship program, with university and employer partnerships enabling 25,000+ companies on WUZZUF.

**4,000+ placements a year**

SAWIRIS FOUNDATION · NILE UNIVERSITY · 2022

**Digital Pathways for Employment**

A 4M EGP workforce program training graduates across six tracks, from UX/UI and front-end to business development.

**300+ graduates trained**

CAIRO UNIVERSITY · 2026

**Cairo University Entrepreneurship Summit**

Led end to end — agenda, startup exhibition, identity, website and registration — with 6 panels, 3 keynotes and 10 startups.

**2,000+ attendees**

**Strategist and builder**

Engineering roots, growth leadership across Egypt's tech platforms, then national programs.

**Proven at national scale**

Programs reaching 40,000+ students and graduates with 20+ partners.

**Fluent across sectors**

Employment, e-learning, health-tech, SaaS, marketplaces, AI and more.

**Senior attention throughout**

Direct involvement from first conversation to final report.

PARTNERS ALONG THE WAY

GOVERNMENT & INSTITUTIONS

Ministry of Higher Education · Central Bank of Egypt · ASRT · TIEC (ITIDA)

INTERNATIONAL & CORPORATE

Google · HSBC · European Union · GIZ · ILO · Erasmus+ · Udacity · Sawiris Foundation · HTW Dresden

ACADEMIC & INDUSTRY

Nile University · Cairo University · WUZZUF · Forasna · BrainsMingle · Daftra · almentor · Chefaa · Belda

CREDENTIALS

**MBA, Small & Medium Enterprises**

AAST Graduate School of Business · 2025 · GPA 3.94

**B.Sc. Communications & Electronics**

Faculty of Engineering, Alexandria University · 2008

**Software Development, ITI**

9-month CSAD program · 2009

**Startup mentor**

iceAlex & TIEC

**Let's shape what comes next.**

Begin with a complimentary 30-minute discovery conversation, or share the brief for your next initiative.

**Book a discovery call**

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