

Dina Hassan Khedr, MBA

Business & Strategy Consultant

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PROFESSIONAL SUMMARY

With over 18 years of experience at the intersection of business strategy, marketing leadership, and program development, Dina Khedr is a rare professional who combines institutional-grade thinking with hands-on executional excellence. Holding an MBA specializing in SMEs, she has built a career across Egypt's most dynamic tech-enabled sectors from employment platforms and e-learning to health-tech, SaaS, and service marketplaces, consistently delivering impact that scales.

Dina is recognized for her expertise to design and implement multi-million pound national programs spanning workforce development, startup ecosystems, university transformation, and digital enablement. She has secured ministerial endorsements, managed international donor relationships, and led on-ground activations working alongside Google, HSBC Egypt, the European Union, GIZ, ILO, Erasmus+, the Ministry of Higher Education, the Central Bank of Egypt, and ASRT.

Equal parts strategist and builder, she brings to every engagement a deep understanding of stakeholder dynamics, market positioning, and organizational design, translating complex mandates into clear strategies and measurable outcomes. Whether advising a startup, leading a national initiative, or building a brand from the ground up, Dina operates with the same precision, ambition, and drive.

EDUCATION

Arab Academy for Science, Technology & Maritime Transport — Graduate School of Business

Master of Business Administration (MBA) — Small & Medium Enterprises | GPA 3.94

May 2023 – May 2025

Information Technology Institute (ITI) — CSAD 9-Month Program, Software Development Track

September 2008 – July 2009

Faculty of Engineering, Alexandria University — B.Sc. Communications & Electronics

September 2003 – July 2008

PROFESSIONAL PRACTICE

Business & Strategy Consultancy

Dina operates as a cross-industry business and strategy consultant with a track record spanning Egypt's most competitive tech-enabled markets. From early-stage startups seeking their first market foothold to established platforms navigating complex growth challenges, she brings a structured, insight-driven approach to every engagement.

Her work spans brand architecture, go-to-market strategy, competitive positioning, digital campaign management delivered with the precision of a strategist and the agility of a practitioner. She has led marketing and strategy functions across sectors including employment, e-learning, health-tech, SaaS, service marketplaces, financial services, and sports education building a rare breadth of commercial experience that allows her to move fluidly between industries and stakeholder types.

Program Architecture & Development

With a distinct specialization in large-scale program design, Dina has built a reputation as one of Egypt's leading program architects, capable of taking a concept from a blank canvas to a fully funded, implemented, and impact-measured national initiative. She designs programs that serve individuals across the full development arc, from university students and fresh graduates through to working professionals, as well as institutions including startups, universities, government bodies, and innovation ecosystems.

Her program portfolio spans multi-million pound government-endorsed initiatives and internationally funded development programs, national digital enablement campaigns, and university transformation frameworks. She manages the full program lifecycle, from stakeholder alignment and proposal development through to execution, donor reporting, and outcome evaluation, consistently operating at the intersection of vision and delivery.

Event Architecture & Large-Scale Activations

Dina designs and delivers flagship summits, conferences, and large-scale activations from concept to execution. She has built multi-track events serving thousands of participants across both in-person and fully virtual formats, owning the full arc from strategic positioning and content architecture through speaker curation, partner engagement, brand identity, and registration funnels.

Her event portfolio spans the BrainsMingle AI Summit — positioned as the largest AI summit in MENA — the Cairo University Entrepreneurship Summit, and Google-partnered student activations reaching tens of thousands, consistently translating ambitious event visions into measurable reach, engagement, and audience growth.

WORK EXPERIENCE

BrainsMingle *(AI Platform · Community)*

Head of Product Marketing [May 2026 – October 2026]

- Designed and led the BrainsMingle AI Summit — the largest AI summit in MENA: a free, fully virtual 7-day event spanning five tracks with 100+ speakers, targeting 50K+ attendees.
- Defined the platform's positioning and messaging architecture, sharpening differentiation across B2C and B2B audiences and aligning product, sales, and content around a single narrative.
- Leveraged AI to automate and scale marketing workflows across content production, campaign operations, and reporting.
- Built BrainsMingle's Knowledge Base from the ground up, structuring product and support content for both users and B2B clients.
- Designed and developed the platform's guest-view pages, shaping the visitor funnel and first-touch experience.
- Drove demand-generation campaigns and community growth across digital and on-ground channels.

Basharsoft | Wuzzuf & Forasna *(Employment Platform · EdTech)*

Program Director [June 2025 – October 2026]

- Built scalable programs connecting academic talent with industry and government partners.
- Drove campus ecosystem initiatives aligned with national workforce development priorities.
- Achieved 30K+ Google Gemini Pro student sign-ups via on-ground and digital campaign.

Jinni Technical Solutions (JTS) *(Tech Ventures · Service Marketplace)*

Marketing Director [January 2025 – May 2025]

- Directed brand, positioning, and GTM strategy across Belda, Octopii, and The Academy.
- Led full rebranding of HomeSurv into Belda — identity, tone of voice, and launch plan.
- Managed digital campaigns, creative output, and performance tracking across all ventures.

iceAlex & TIEC *(Innovation Hub · Startup Incubation)*

Marketing & Business Development Mentor [August 2024 – December 2024]

- Mentored tens of startups on market entry, brand positioning, and BD strategy.
- Delivered structured frameworks improving GTM readiness for early-stage founders.

Champions Global *(Sports Education)*

Business & Strategy Consultant [June 2024 – December 2024]

- Developed positioning strategy and revenue plan for a regional sports education platform.
- Identified institutional partnerships to strengthen credibility and market reach.

Chefaa *(Health-Tech · Digital Pharmacy)*

Senior Marketing Manager [November 2023 – May 2024]

- Rebuilt brand identity across all digital and offline channels for a health-tech platform.
- Converted market and competitor analysis into targeted, performance-driven campaigns.
- Mentored junior marketers on strategy, execution standards, and team collaboration.

Daftra *(SaaS · ERP for SMEs)*

Head of Business Development & Strategic Partnerships [December 2022 – November 2023]

- Secured strategic partnerships and drove new client acquisition for a SaaS platform.
- Implemented CRM systems for pipeline management, tracking, and revenue forecasting.
- Led cross-functional BD teams to deliver projects on time and on target.

almentor *(E-Learning · EdTech)***Strategic Initiatives & Internal Projects Manager** [July 2022 – December 2022]

- Managed simultaneous strategic projects for a leading Arab e-learning platform.
- Improved delivery timelines and stakeholder visibility through process optimization.

NilePreneurs *(Entrepreneurship · Innovation Ecosystem)***Head of Strategic Education & Awareness Programs** [July 2019 – August 2022]

- Launched HSBC-sponsored accelerator — graduated 50+ startups across two cycles.
- Scaled NP Explore national youth program to 10,000+ students across three disciplines.
- Built Guru.np.eg e-learning platform with entrepreneurship and business skills content.
- Established NP Professionals — 100+ mentors supporting national incubators.
- Managed donor relationships for DPE (Sawiris), ECOSYS+ (EU), and STREAM (HTW Dresden).

Buseet *(Transit Tech · Transportation Marketplace)***Head of Sales & Business Development** [February 2019 – May 2019]

- Led sales and business development for one of Egypt's pioneering transit tech platforms, managing cross-functional teams to execute client projects in line with expectations.
- Collaborated with the Product Development team to design customized solutions based on customer feedback and needs analysis.
- Partnered with the Marketing team to develop compelling collateral materials highlighting the unique selling propositions of the product portfolio.

Basharsoft | Wuzzuf & Forasna *(Employment Platform · EdTech)***OD Expert → Strategic Partnerships & Programs Manager** [May 2016 – December 2018]

- Designed OD frameworks, coaching schemes, and appraisal processes for rapid scaling.
- Built university and employer partnerships — enabling 25,000+ companies on WUZZUF.
- Co-managed Google & Udacity Scholarship: 750+ candidates, 1,000+ jobs facilitated.
- Created Egypt's first structured internship program — 4,000+ annual placements.
- Launched Startup Support Program via RiseUp Summit activations and executive hiring.

Bkam *(E-Commerce · Price Comparison)***Operations Manager** [January 2014 – January 2016]

- Delivered Bkam KSA, Bkam Kuwait, and revamped iOS and Android mobile app.
- Grew Facebook page from 50K to 125K+ followers; launched 70+ article content blog.

Andalusia for Business Solutions *(Healthcare IT · Software Development)***.NET Developer → IT Project Manager → Technical Support Manager** [November 2009 – April 2013]

- Advanced from software development to managing 50+ member cross-functional teams.
- Led 125,000+ medicine record migration and HMIS implementation support.

PROGRAMS, CAMPAIGNS & ACTIVATIONS

BrainsMingle AI Summit 2026 — BrainsMingle — October 2026

Largest AI Summit in MENA · 100+ Speakers · 50K+ Target Attendees

- Designed and led a free, fully virtual 7-day summit across five AI tracks with 100+ speakers and daily speed networking — targeting 50K+ attendees.
- Owned end-to-end event marketing: positioning, multi-phase social campaign, speaker and partner outreach across MENA and Europe, and the registration funnel.

CU2050 — Entrepreneurial University — Cairo University / Ministry of Higher Education — 2025

National Scale · Government Endorsed · 130M EGP

- Architected multi-pillar framework positioning Cairo University as Egypt's first Entrepreneurial University.
- As a Project Manager, managed a 4-month proposal process — secured MoHESR acceptance for 130M EGP initiative.

CU AI Nexus 2025 — Innovation Arena — Cairo University — 2025

AI & Innovation · Ecosystem Design · Multi-Stakeholder

- Designed the Innovation Arena aligning startups, corporates, and academia.
- Built full stage agenda, content architecture, and partner engagement model.

CUES 2026 — Cairo University Entrepreneurship Summit — Cairo University — 2026

2,000+ Attendees · End-to-End Execution · National Scale

- Led full design and execution: agenda, startup exhibition, identity, website, and registration.
- Secured 6 panels, 3 keynotes, 10 startups — serving 2,000+ students, investors, academia staff, and enablers.

Google Gemini Pro Student Activation — Google x WUZZUF — September 2025

30,000+ Sign-ups · AI Enablement · Digital + On-Ground

- Led Egypt-wide activation across Cairo University, Mansoura, AUC, and Arab Academy campuses.
- Achieved 30,000+ sign-ups through integrated influencer and multi-channel digital campaign.

Belda — Rebranding & Market Launch — Jinni Technical Solutions — 2025

Brand Strategy · Go-to-Market · Full Identity Rebuild

- Led full rebranding of HomeSurv into Belda — name, logo, identity, and tone of voice.
- Delivered multi-phase GTM strategy for service marketplace targeting homeowners and businesses.

NilePreneurs Accelerator — HSBC Egypt / NilePreneurs — 2019–2022

International Donor · 50+ Startups · Investor Readiness

- Designed and led 6-month growth-stage accelerator across two full cycles.
- Graduated 50+ startups with tailored mentorship, business support, and investor readiness.

Digital Pathways for Employment (DPE) — Sawiris Foundation for Social Development — 2022

4M EGP Budget · 300+ Graduates · Workforce Development

- Managed 4M EGP initiative with Nile University and Knowledge Officer.
- Trained 300+ graduates across 6 tracks: UX/UI, front-end, mobile, marketing, BD, and customer success.

ECOSYS+ Innovation Platform — European Union — 2020–2022

EU Funded · National Scale · SME & Startup Support

- Directed NilePreneurs' component of EU-supported national innovation initiative.
- Enabled SMEs and startups to access incubation, prototyping, and commercialization support.

STREAM — Skills Development in Higher Education — HTW Dresden & European HEIs — 2021–2022

EU Funded · 35+ Learning Modules · SDG Aligned

- Led design of 35+ competency-based learning modules across ICT and engineering programs.
- Aligned Egyptian university curricula with SDG goals and global employability standards.

CORE COMPETENCIES

Dina brings a rare combination of strategic depth and functional versatility, having operated across business development, marketing, program management, ecosystem building, and organizational design throughout her career. Her competencies are not theoretical — each reflects years of hands-on leadership across Egypt's most complex and high-stakes professional environments.

Strategy & Business Development Strategic Planning Business Model Innovation Market Expansion & Positioning B2B Sales & Revenue Growth	Marketing & Brand Leadership Go-to-Market Strategy Brand Architecture Digital & Performance Marketing Campaign Management	Program Design & Management Program Architecture End-to-End Program Delivery Donor & Grant Management Multi-Stakeholder Coordination
Ecosystem & Innovation Ecosystem Development University-Industry Partnerships Startup & Accelerator Programs Innovation Platform Design	Partnerships & Stakeholders Strategic Alliance Building Stakeholder Management Government & Institutional Relations Partner Engagement	People & Organizational Dev. Workforce Development Capacity Building & Mentorship Organizational Design Change Management

TOOLS & TECHNOLOGY

Dina is highly resourceful and tech-savvy, operating fluently across a wide and diverse toolkit that spans strategy, marketing, design, project management, and AI-powered productivity. Her hands-on proficiency with both traditional platforms and emerging AI tools enables her to move quickly, work independently, and deliver at a high standard across every function she leads.

Design & Creative Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe XD, Canva, Google Flow	Marketing & Analytics Google Analytics (GA4), Google Ads, Tableau, Mailchimp, SendGrid, Semrush
Project Management ClickUp, MS Project, Trello, Notion, Asana	Web & Content WordPress, Wix, Instapage, Lovable, Replit
CRM & Sales HubSpot, Salesforce, Zendesk, Podio	Presentations MS PowerPoint, GenSpark, Gamma