

**551**

FULL-TIME EMPLOYEES



**OUR PEOPLE**

# EXECUTIVE MANAGEMENT

Madinet Masr’s executive leadership team brings a diverse and seasoned blend of expertise that drives the Company’s operations forward as detailed below in alphabetical order.



**Abdallah Sallam**  
President & Chief Executive Officer

A member of one of the most prominent business families in Egypt, and with more than 20 years of experience, Eng. Abdallah Sallam has managed and co-founded several ventures in multiple industries—including manufacturing, retail, media, and technology—before venturing into real estate. Labeling himself a serial entrepreneur, Eng. Sallam co-founded and managed several businesses throughout his career, including Minka Real Estate Investment, a unique property innovator and developer with subsidiaries and interests in a multitude of ventures (construction, consultancy, and renewable energy). In October 2021, Minka was acquired by Madinet Masr, and Eng. Sallam was appointed as the new President and CEO. Eng. Sallam brings to his position a wealth of expertise, innovative vision, strategy, and business modeling input across many ventures to help the Company fulfill its robust growth strategy as one of the oldest and most influential real estate developers operating in the local market with a legacy of 63 years.

Eng. Sallam is also constantly involved in voluntary consultancy with young entrepreneurs and startups and was chosen as a member of the jury in Shark Tank Egypt. He currently sits on the board of Solarize Egypt, Minlo Trade & Manufacturing, Namaa Real Estate, Paradise Capital, Egyptian Kuwaiti Company for Real Estate Development, and the Egyptian Food Bank.

Eng. Sallam holds a BSc in mechanical engineering from The American University in Cairo and has attended several executive education programs at Harvard Business School and Kellogg of Northwestern University, studying consumer marketing, strategy, pricing, and media.



**Ahmed Hussein El-Azab**  
Senior Vice President – Finance

Ahmed El-Azab brings over 30 years of experience in finance, investment, auditing, and consulting. He joined Madinet Masr in 2015 and currently serves as Vice President of Finance, a role through which he is responsible for developing and implementing finance and investment plans and setting strategies that will drive the Company’s growth. Prior to joining Madinet Masr, he was a Director at Ernst & Young where he advised on companies’ eligibility to become listed on the Egyptian Exchange (EGX) and London Stock Exchange. He is also a financial advisor and project leader at a number of USAID funded projects, including Chemonics Int., AECOM Int., and DTC.



**Dena Habib**  
Vice President – Corporate Relations

Dena Habib brings over 25 years of business and managerial experience in marketing and communications to her current role. As Vice President of Corporate Relations at Madinet Masr, she leads the Company’s investor relations, public relations, corporate social responsibility (CSR), and sustainability initiatives. She is also responsible for building the Company’s communication strategy and maintaining external communications with investors and the media. Prior to joining Madinet Masr, she held various senior-level positions at advertising agencies and companies, including Minka Real Estate Developers.



**Hend El Agamy**  
Vice President - Legal

Hend El Agamy is a seasoned legal professional with over 15 years of experience in corporate law, mergers and acquisitions (M&A), governance, and compliance. As Vice President, Legal at Madinet Masr, she leverages her expertise to guide the company’s legal and regulatory strategy. Prior to joining Madinet Masr, Hend served as Chief Legal Officer at Al Safy Group, where she spearheaded transformative legal initiatives across various industries. She has also held senior legal positions at prominent organizations such as Hikma Pharmaceuticals, El Sewedy Capital, and Sinai Cement Company.



**Maged Gabriel**  
Vice President – Transformation & Strategy

Maged Gabriel brings over 25 years of experience in information systems, digital strategy, and business development. He currently serves as the Vice President of Transformation and Strategy, where he is responsible for facilitating Madinet Masr’s cultural transformation while ensuring the alignment of employees in this new internal structure. Prior to Madinet Masr, Mr. Gabriel served as Chief Digital Officer (CDO) at Orange Egypt for four years, designing a strategic and digital plan that created value for the company. He spent his six-year tenure at Orange holding many different positions, such as Senior Director of IT and Strategic planning and Director of Product and Services.



**Khaled Shaker**  
Vice President – Clients

Khaled Shaker joined Madinet Masr in 2022 as Vice President of Clients, bringing over 20 years of experience in marketing and business. Prior to joining Madinet Masr, he was the Head of Marketing at Majid Al Futtaim, where he played an integral role in driving the company’s marketing agenda and enhancing customer experience across different platforms. He was also Head of Marketing at Dar Almimar Group – Mountain View and held managerial roles at PepsiCo. and Henkel Egypt.



**Maged Tobgy**  
Vice President – Commercial

Maged Tobgy brings vast experience in sales and management to his role as Vice President of Commercial at Madinet Masr. He joined the Company in 2016 and currently oversees all commercial aspects of the business while executing strategies that support long-term revenue growth and profitability. Previously, he held a managerial position at Palm Hills Development for over eight years.



**Mariam Ayad**  
Vice President – Culture & People

With more than 20 years of Human Resources experience, Mariam Ayad is now leading our Culture and People Division. Throughout her career, Ms. Ayad has consistently demonstrated commitment to building strong relationships with employees, supporting their personal and professional growth, and cultivating a culture of inclusivity and collaboration. She understands the importance of attracting top talent, developing our current workforce, and creating an environment where everyone can thrive, innovate, and contribute their best.



**Nihad Soussa**  
Vice President – Community

Nihad Soussa leverages over 20 years of experience in real estate, specifically in client affairs, community management, and security and facility management. She joined Madinet Masr in 2020 and is currently the Vice President of Community, where she is responsible for supervising livable community projects and corporate offices, as well as handling client affairs. She brings a wealth of expertise, aiming to improve the quality of life in Madinet Masr’s communities. Previously, Ms. Soussa worked with several developers, including Emaar Misr, Palm Hills Developments, NEWGIZA, and Inertia Properties.



**Mohamed Lashien**  
Senior Vice President – Products

Mohamed Lashien joined Madinet Masr in 2012 and has held several senior-level positions in the Company. Currently, he serves as Vice President of Products, where he oversees the product journey from concept ideation all the way to client handover. Previously, Mr. Lashien was a site manager and architect at the Aga Khan Cultural Services (AKCS) for nearly 10 years.



**Salah Katamish**  
Senior Vice President – Investment & Strategy

Salah Katamish joined BPE Partners in 2008 after holding a brand manager position at Henkel Egypt, where he was responsible for the Persil (detergent) brand in Egypt. He has been serving on the board of Madinet Masr and Daikin Egypt since 2017. Mr. Katamish holds an MBA from London Business School and a BA in business administration from The American University in Cairo.



# BOARD OF DIRECTORS



**Hazem Barakat**  
Chairman

Eng. Hazem Barakat co-founded BPE Partners and B Investments in 2006 with a vision to capitalize on his industry and operational expertise by investing in domestic businesses with growth potential. He currently serves as Chairman of BPE Partners and B Investments. Prior to founding BPE Partners, he co-founded Mira-co-Carrier, one of the region’s leading air conditioner manufacturers, as well as Engineering Plastic Manufacturing, a leading plastics manufacturer.

In addition to Madinet Masr, Eng. Barakat sits on the board of Al-Ismaelia, Basata E-Payments, and Basata Financial Holding. Eng. Barakat holds a BSc in mechanical engineering from the New York Institute of Technology and is a member of the Egypt-based American Chamber of Commerce, the British Egyptian Business Association, and the Egyptian Businessmen’s Association. Previous directorships include the Egypt-US President’s Council, the Egyptian Economic Forum, and the Advisory Council of the School of Business, Economics, and Communication at The American University in Cairo.



**Aladdin Saba**  
Director

Eng. Aladdin Saba boasts an expansive track record in the financial and investment fields. He founded Beltone Financial in 2002 and co-founded BPE Partners & B Investments in 2006. Eng. Saba co-founded Hermes Financial, known today as EFG Holding. He is also a founding member of the Egyptian Investment Management Association and the Egyptian Capital Markets Association. Previously, Eng. Saba was a Senior Portfolio Manager at Kidder, Peabody & Co. Inc. in New York. He also served on the Board of Directors of the Central Bank of Egypt, the Egyptian Exchange, and GB Corp. Eng. In addition to Madinet Masr, Saba currently serves as Chairman of Basata E-Payments, and sits on the Board of B Investments, Basata Financial Holding, Al-Ismaelia, and Midwater Eng. Saba holds an MBA from Wharton, an MA in biomedical engineering from the University of Pennsylvania, and a Bsc in biomedical engineering from Cairo University.



**Abdallah Sallam**  
President & Chief Executive Officer

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Eng. Sallam holds a BSc in mechanical engineering from The American University in Cairo and has attended several executive education programs at Harvard Business School and Kellogg of Northwestern University, studying consumer marketing, strategy, pricing, and media.



**Eskandar Tooma**  
Director\*

Dr. Eskandar Tooma is a professional with a strong blend of academic and practical experience in the finance sector. He is a tenured professor of finance at the School of Business at the American University in Cairo. He has also held a visiting professorship position with Imperial College’s Business School in London, England. Dr. Tooma previously served as executive board member and the Group Chief Financial Officer (CFO) of Swiss listed Orascom Development Holding, AG (ODH) from 2013 to 2016. He played a pivotal role in raising and structuring more than USD 500 million and restructuring the company’s organization, resulting in the successful turnaround from a previous three years of loss to a stable profit making regional real estate and hospitality leader. Dr. Tooma has sat on the Board of Madinet Masr since 2012 and previously held non-executive board positions in several EGX-listed companies, including Telecom Egypt, Egyptian Resorts Company, Orascom Hotels and Development, Vodafone Egypt, and the HSBC Egypt money market fund oversight board. He holds a PhD in finance and an MA in international economics from Brandeis University, an MA in finance from Adelphi University, and a BA in business from The American University in Cairo.

\*Eskandar Tooma resigned from the board as of 14 July 2025.



**Ahmed Omar**  
Director

Eng. Ahmed Omar founded Egyptian Water Works in 1990 to represent international organizations in Egypt’s water treatment and wastewater industry, successfully implementing multiple treatment and desalination projects with Italian Technology. In 1999, Eng. Omar founded Midwater, which develops, owns, and operates water treatment plants treating industrial water and selling it to oil refineries under build-own-operate-transfer (BOOT) contracts. Midwater built its first plant in 2001 and a second one in 2006. Eng. Omar is also the founder and Chairman of EWW Oil & Gas, which represents international organizations in Egypt’s power and oil and gas sectors. EWW has successfully launched several projects using Japanese technology. Eng. Omar has sat on the Board of Madinet Masr since 2007, and he sat on the boards of Beltone Financial, TOTAL Egypt, and the El Gouna Red Sea Resort. He holds a BSc in chemical engineering from Cairo University.



**Mushira Al Maghrabi**  
Director

Eng. Mushira Al Maghrabi has had a long and distinguished career in the field of engineering and construction. She began her career at El Abd Contracting Company where she grew to become Sector Head. Subsequently, she served as the Managing Director of the Egyptian Company for Buildings starting 1996 and took on the role of Managing Director at Maadi For Investment and Development in 2017. Throughout her career, she has been actively involved on the boards of directors of various companies, including NUE; Al-alexandria Construction Company; and Zahraa El Maadi Investment and Development, where she has served as Chairperson of the Board and Managing Director since 2012. She has held a position on Madinet Masr’s Board of Directors since 2006. Eng. Al Maghrabi holds a BA in architecture.



**Mona Osman**  
Director

Mona Osman boasts over 30 years of expertise in investment management, private equity, and project financing. Ms. Osman currently serves as a Partner at BPE Partners, Egypt’s leading private equity firm. Throughout her career, Ms. Osman held key positions in leading financial institutions in Egypt.

Prior to joining BPE Partners, Ms. Osman served as the General Manager at Emirates International Investment Company LLC. (EIIC) in Egypt. She also held the position of the General Manager for Investments at Al-Ahly for Development and Investment (ADI). Prior to that, Ms. Osman served as the Assistant Manager of the Projects Department at Misr Iran Development Bank (currently known as MIDBANK).

In addition to, Madinet Masr, Ms. Osman currently serves on the Board of B Investments, Basata Holding for Financial Payments, Tamweel Investment Holding, and Al Ahly Pharos for Investment Banking. Ms. Osman is also a founder and board member of the Egyptian Private Equity Association (EPEA). Ms. Osman holds a BA in economics from The American University in Cairo.



**Mostafa El Anwar**  
Director

Mostafa El Anwar is a private equity veteran with 25 years of experience in the fields of finance, investment management, and investment banking. El Anwar currently serves as Chief Executive Officer of BPE Partners, the leading private equity firm in Egypt. He is responsible for overseeing the company’s investments across a diverse range of sectors.

Prior to joining BPE Partners, was with Morgan Stanley in London, where he worked on several high-profile investment banking assignments and advised clients across Europe, Middle East & Africa (EMEA) on mergers and acquisitions as well as equity capital market transactions. El Anwar started off his investment management career at EFG-Hermes, the largest investment bank in the region, where he rose to the ranks of Vice President of its Asset Management Division. In addition to Madinet Masr, El Anwar currently serves on the Board of B Investments, BPE Partners, Gourmet Egypt, El Ezaby Pharmacies, B Healthcare Investments, and the Egyptian IVF Center.

El Anwar holds an MBA with a specialization in finance and private equity from London Business School in the United Kingdom. He received his BA in commerce from Cairo University.





**Hani Soliman**  
Director\*

Eng. Hani Soliman brings over 40 years of academic and practical expertise in the construction field. His experience includes managing, planning, implementing, and delivering technical, commercial and construction mega projects. In addition to his current position on the Board of Madinet Masr, Soliman is Managing Director and Acting Non-Executive Chairman of the Board of Directors at the Holding Company for Construction and Development (HCCD).

Soliman began his career as a teaching assistant at the Faculty of Engineering at Zagazig University, where he later became a professor in 2004. Soliman also held several leadership positions in some of the most prominent companies in Egypt and the MENA region including engineering consultant at Talaat Mostafa Group, consulting director at Murray & Roberts in Egypt, and project manager at Sinclair Knight Meyers in the UAE. He also served as the Chief Operating Officer at GEC International in Qatar and project manager at Trust Engineering Consultancy in Qatar. During his career, worked on many major real estate development projects on a local and regional level such as the San Stefano in Alexandria, the Police Academy in Qatar, and the Dubai Sports City stadiums in the UAE.

Soliman obtained a doctorate degree in Engineering from the Indian Institute of Technology in Delhi, India. He also holds master's and bachelor's degrees in engineering from Alexandria University. Solimar is a member of the Institute of Structural Engineers in the United Kingdom, the Project Management Institute in the United States, and the Syndicate and Society of Engineers in Egypt.

\*Hani Soliman resigned from the board as of 24 February 2025.



**Manal Abou El Fadel**  
Director\*

Manal Abou El Fadel brings over 20 years of banking experience, including several leadership positions at the National Investment Bank. Most notable she held the position of General Manager of the Bank Accounts and Documentary Credits Departments. Throughout her career, Abou El Fadel was responsible for implementing external operations and banking marketing strategies to attract more customers and contribute a wider suite of banking services to meet customer needs. Abou El Fadel holds a BCom in accounting.

\*Manal Abou El Fadel resigned from the board as of 15 May 2025.  
\*\*Madinet Masr's Board additionally includes two independent board members.