

Dr. Hesham O. Dinana

Key Researcher, Arab Digital Economy Strategy; Professor, American University in Cairo



Dr. Hesham Dinana has over 30 years of working experience in strategy, marketing, information technology, customer care and hi-tech manufacturing. In addition, he has more than 15 years of teaching experience both in undergraduate and graduate degree levels. His industry experiences include; Healthcare, ICT, Real Estate, Food & Agribusiness, Oil & Gas, Furniture, and FMCG. Through his various managerial positions in North America and his work as the Vice President & Regional Managing Director of Efeso Consulting Group, his consulting projects in Europe and the Middle East, cover a wide spectrum of business and technical areas.

Dr. Hesham Dinana is Professor of Integrated Marketing Communications (IMC) at the American University in Cairo and has taught MBA & DBA courses in Strategic & International Marketing at Arab Academy for Science & Technology. He has an active research agenda with a focus on Digital Marketing, Entrepreneurship & SMEs Marketing and the use of the Internet-of-Things in Marketing.

He is a Certified Management Consultant (CMC) by the UK Institute of Management Consultancy; a Certified Board Director by the Egyptian Institute of Directors; a Certified Balanced Scorecard Consultant; and a Certified Management Simulation Trainer. As an active member of his community, Dr. Hesham Dinana has served as a board member at the Egyptian Junior Businessmen Association, the Management Consultants Association, and has been advising the Board of Children Cancer Hospital Foundation 57357 and actively leading the development of their projects since 1998.

Towards a Sustainable, Inclusive & Secure Digital Future

The presentation provides a concise description about the developed Arab Digital Economy Strategy Report. Three separate studies were developed as the basis for the proposed strategy; The International Benchmark study, The Sectoral benchmark study and The Arab World current situation study. Selected lessons learnt were taken from a variety of countries which have pioneered in their digital transformation such as the US, Singapore, China, the EU and others. Best practices were also presented from selected economic sectors which have shown potential to be digitized like the financial sector, the manufacturing sector, the healthcare and the education sector. Additionally, the current status of the Arab World digital performance was analyzed according to several published digital indices and the analysis is used to cluster the countries into three categories. All of the above studies were used as the input to the developed strategy. The developed strategy is built on five dimensions; Digital Foundation, Digital Innovation, Digital Government, Digital Business and Digital Citizen. Each of the five dimensions were studied in detail and a set of objectives, guiding principles and programs were developed for each dimension. The programs were then directed to their specific clusters and the impact of the digital transformation were presented as a conclusion to the developed strategy.

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