

ICT Minister Issues Decree to Appoint Maha Rashad as ITIDA Acting CEO

Cairo, 28 March 2018

The Minister of Communications and Information Technology Yasser Elkady has issued a decree to appoint Maha Khalil Mohammad Rashad as the Acting CEO of the Information Technology Industry Development Agency (ITIDA), succeeding Asmaa Hosni, whose term has expired.

Maha Rashad is currently holding the position of Associate Minister of CIT for Marketing Strategies, as well as the Strategic Marketing and Communication Director at ITIDA.

During her tenure at ITIDA, Rashad holds the responsibility of a number of key projects, the most important of which is improving the perception of the Egyptian ICT sector, maintaining and deepening confidence in Egypt as an ideal outsourcing destination, and expanding cooperation with the major international consulting institutions.



Thanks to the exerted efforts and effective communication strategies that Rashad oversaw, Egypt has strongly cemented its position on the global ICT map, continuing to advance in the world rankings and recent indices appeared on the largest research centers and consultancy firms. This is in addition to helping Egypt win the award of the best offshoring destination of the year 2016.

Rashad possesses a professional experience in the areas of integrated marketing communication, government relations, strategic planning and business model design, in addition to her proven ability to manage the strategic analyst relations program.

Maha joined the Ministry of Communications and Information Technology (MCIT) in 2001, where she held many positions and moved up in managerial positions, most recently was its position as the director of business initiatives development at the Ministry, before moving to ITIDA in 2008.

Rashad is a young professional caliber with 17 years of experience in a number of leadership positions, undertaking the roles of developing strategies for local companies to penetrate global markets, handling PPP projects and promoting integrated marketing solutions.

Maha Holds a bachelor's degree in economics and political science-English section, from Cairo University in 2001 and received her Master of Business Administration (MBA) with honorary degree from the Arab Academy for Science Technology and Maritime Transport (AASTMT) in 2008, which qualified her to join the professional PhD program in business administration (DBA) at AASTMT. This is addition to obtaining a number of awards and training courses in the e-government management and digital solutions consultations.

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