

Professional Bio | Waddah Fadul



Waddah has built a successful professional career focused on enhancing technology value-add operations and driving digital transformation for several key market players. His efforts earned him the global "Shining Star" award from Ingram Micro in recognition of his role in brand development and the deployment of innovative engineering and consulting solutions across the region. Furthermore, his leadership of regional presales and technical solutions teams resulted in winning the region's Value-Added Distribution (VAD) Operational Excellence Awards for the Levant and North Africa regions (spanning eight countries) for three consecutive years in 2016, 2017, and 2018. In 2017, Cisco Systems selected Waddah as one of its global "Cisco Champions" for his role in amplifying brand value across social networks and maximizing the value-add of data center solutions and resources in the Middle East.

In 2015, Waddah co-founded the *Institute of Tomorrow*, establishing it as the nucleus of an independent think-tank and policy center serving East Africa and the Middle East. The institute connects African professionals worldwide back to their home countries, enabling them to collaborate with local universities to develop innovative solutions for the continent's challenges. A year later, the University of Pennsylvania (USA) ranked the *Institute of Tomorrow* among the top twenty best new think-tanks globally for 2016. The institute has secured numerous accolades for its role in developing innovative problem-solving frameworks for the region; most notably, the PRAAS project, which Waddah personally oversaw. PRAAS received widespread acclaim for its innovative tech solution to farmer-herder conflicts in Africa—conflicts that cost lives and severely damage local economies. The project was subsequently selected as one of the top 55 pioneering ideas in the world by OpenIdeo and the GHR Foundation (USA).

In October 2018, during its general assembly in Nairobi, Kenya, the Africa Information and Communication Technologies Alliance (AfICTA) elected Waddah to its continental Board of Directors, where he contributes to shaping digital transformation policies and building technical capacity across Africa. Early in 2019, Waddah was selected to join the global Advisory Council of the leading international business publication, *Harvard Business Review* (HBR), where he provides strategic advice and participates in research regarding business development, operational efficiency, and digital strategies for leveraging AI in business. He also serves on the advisory boards of both the Alliance for Affordable Internet (A4AI) and the Global Digital Inclusion Partnership (GDIP).

In 2018, Waddah received the Martha R. Ingram International Leadership Award, which honors leaders committed to connecting the technology sector with local communities and humanitarian service. He was also named the 2021 "ICT Champion" by AfICTA. Additionally, he serves as a Head Judge for the international MENA Stevie Business Awards within the technology and new products category.

Waddah holds a Bachelor's degree in Electrical and Electronic Engineering from the University of Khartoum, a Master's degree in Business and Strategy from Heriot-Watt University and a certificate in Business Analytics from Harvard Business School. He was also awarded the Wilton Park Fellowship by the UK Foreign, Commonwealth & Development Office (FCDO) for emerging African changemakers.