

Mentor Profiles - MedMentoring© Programme Lebanon, 18-21 September 2011



1) Tarek Sadi – Managing Director, Endeavor Lebanon

Tarek has fifteen years of experience in entrepreneurship, corporate finance and direct investments, primarily with early stage companies in the Middle East, Europe, and Latin America. Tarek is the Managing Director of Endeavor Lebanon, an Economic Development non-profit focused on supporting and growing outperforming entrepreneurs.

Prior to Endeavor Tarek was co-founder and Managing Partner at MEVP, a Beirut-based Venture Capital fund, which invests in early stage opportunities in the Middle East. Before MEVP, at the Emerging Market Private Equity fund of Dubai International Capital (DIC), he invested in growth companies in the Middle East and Asia; he, in tandem, served on the investment committee of DIC's ABAN. Previously, he was a founding partner of Access Advisory, a London-based venture partner firm, geared at principal investors, and he had worked with Merrill Lynch's Mergers and Acquisitions team in London, focusing on the TMT sector.

He also co-founded and exited two ventures in mobile content and automotive services, in Mexico. Tarek has a BS in Political Science and Economics from Georgetown University (USA), and an MBA from London Business School (England).



2) Salam Saadeh - CEO, ActiveM Investments LLC, UAE

Prior to founding Active-M, Salam was the Managing Director and Co-Head of the Investment Banking Group at SHUAA Capital. She was also an active member of the management team that grew SHUAA Capital from a USD 50 m investment company to the leading investment bank in the region.

During Salam's 16 year experience in the Arab Capital Markets, she worked closely with some of the most prominent regional names including Aramex, Arabtec, Deyaar, Air Arabia, Dubai Ports, HIKMA Pharmaceutical, East Pharma and Petrofac.

Throughout her career, Salam has helped companies in their capital raising activities in order to realize their potential and confront market challenges. These services include: Initial and secondary public offerings for debt and equity securities, private placements of debt and equity securities, trade sales, mergers, acquisitions & spinoffs, structured debt facilities

Salam holds a BS in Computer Science and an MBA from the American University of Beirut. She loves outdoors activities and mainly hiking.



3) Camille T. Barkho - Managing Partner, Host Processor, Lebanon

Nicolas holds a Telecommunications Engineering degree from ESIB, and a PhD in Networking Systems from Université Pierre et Marie Curie, France. He is also a YMP graduate of the INSEAD School of Management, France.

Academic background in IT and Banking (from BUC and USJ universities). Over 15 years of business experience in setting up projects, mainly IT and business solutions for financial institutions. Believer and lover of challenging setups and tasks. Created own company as well as companies for other shareholders.

Currently Regional Manager (MENA) for an American company in fighting money laundering and the financing of terrorism and all financial crime. Speaker at many events for the account of the Union of Arab Banks. Also an active Member in the ACAMS and GCCO committees. Love sports a lot. Asked why he volunteered to mentor Lebanese entrepreneurs, Camille replied 'I like new things in life and challenges. I like to learn and give free advices'



4) Adrian Brown, Consultant, Strategy Execution, UK

Adrian has been running his own businesses since he was 31 Years old, including Consulting, Hospitality and latterly Salons and Spas. Graduating from Southampton University he went to work in the IT industry for Burroughs and lived through the merger with Sperry Corp whilst working in Australia and then returned to the UK to take up a European Marketing role.

Approached by the owner of a then small Airport Equipment company based in Malmoe Sweden, He spent the next few months refocusing the business and the management team before deciding to set up MEAD Consulting with a colleague in London. Shortly after the death of his father he took over the running of the Family Conference Centre in Surrey, UK, which catered to senior management groups and was one of the first dedicated Executive conference centres specialising in exclusive use conferences. The focus was delivering a tailored environment for the corporate guests, ranging from highly confidential boardroom level retreats to family days for up to 3000 people. The conference centre business was sold and with a business partner he founded a Salon and Spa business in the UK called Serve Health & Beauty and acquired 16 outlets in the first year and launched the re-aqua brand the following year. Approached by Unilever in the mid 00's we brought to market a new brand Dove Spa with a brand new skin care range of the same name, and later acquired the Pond Institute Salon business from Unilever in Spain. The company now operates in the UK, Spain and Canada. Adrian stood down from the company as an operating Director in 2005 taking up a non executive role and following a bout of ill health stepped down as non executive Director in April 2010.

Participating in the Mowgli programme as a mentor is a vital part of my own ongoing development and learning which I find stimulating and rewarding in equal measures.



5) Douja Gharbi Entrepreneur & Community Activist, Tunisia

Mrs. Douja Gharbi is a well-established entrepreneur in Tunisia with a strong community development motivation. She started her own business in 1996 in the manufacturing sector and since then always promoted and implemented innovative marketing ideas and production processes with a focus on export to European Markets. She has founded 5 companies and joint ventures and she has participated in a number of international export and investment fairs. Parallel to her private business, Douja is an active member of the National Young Entrepreneurs Association and served as Board Member from 2005 to 2009 in charge of international relationships. In addition, since 2002, she has served as Board Member for the National Chamber of Women Entrepreneurs of Tunisia in charge of communication.

In 2006, the ARCEIT Center of the United Nations Industrial Development Organization based in Bahrain selected her for her vision, skills and experience as a successful women entrepreneur to become a UNIDO Counselor and Trainer for the Enterprise Development Program launched by UNIDO in the Arab Region in the year 2000.

Mrs. Gharbi has her master degree from the School of Management and Economics of the University of Tunis and a condensed training certificate in Business Administration from the Beyster Institute of the Rady School of Management of the University of California (San Diego). She also attended many trainings held by international organizations (Centre de Commerce International, Trade Facilitation Office Canada...) on export techniques, management and capacity development. Mrs. Gharbi has also participated as speaker in a number of important international conferences presenting her experience as an Arab woman and young entrepreneur.



6) Dr. Amjad Aryan CEO and Founder of Pharmacy1, Jordan

The Chief Executive Officer of Pharmacy1, the region's leading chain pharmacy in the MENA region with 53 branches in Jordan, 4 in Saudi Arabia and 1 in Erbil, Iraq.

A winner of the EOY award for the year 2010 representing Jordan in the Global ceremony for the year 2011. He is also 2009 Endeavor Entrepreneur of the year.

He serves on different boards; Board of Trustees at Isra'a University, Jordan University of Science & Technology & INJAZ. He is a Chairman of: Mazaya Investment Company; Advanced Soft & Shabakat ALORDON and a member of the Young Presidents Organization.

An avid believer in the power of "I can" and in giving second chances, he dedicates his time to make a difference through empowering youth and changing mindsets to promote the great potential and ability of Jordanian youth. He believes in leading by example as the only way to change. He is the founder of several initiatives; "Mish 3aib", "Step & mile" and "Mumken" focusing on decreasing unemployment

rates and preparing the youth for the job market. He works by building confidences, presenting a role model and sharing experiences with the youth to unleash their potential.

Dr. Aryan obtained his degree in Pharmacy from Massachusetts College of Pharmacy in Boston, USA. He continued his education through specializing in various subject areas, Retail Pharmacy Management being his area of specialization and gained the American Board of Pharmacy from both Massachusetts and Florida in the USA.



7) Patricia Rizkallah, HR Director at Hands on Management Services, Lebanon

Patricia Rizkallah is a well-motivated and energetic individual who possesses good interpersonal skills and has the ability to communicate effectively with people from various backgrounds.

She is a reliable team player and has a great sense of humor. Her social and active personality keeps her keen to learn and enjoys the challenge of handling new tasks. Since 2005, Patricia has been working in Human Resources, specifically in the

hospitality field. Her professional experience consists mainly of recruitment and training.

As a trainer, she enjoys the beauty of giving, teaching and witnessing the positive impact the learning experience has on the employees. She believes training is a profound tool that not only helps employees to achieve the goals of the company but also to motivate them to do their job with confidence and joy.

Patricia believes that being part of the Mowgli mentorship program will provide her with an opportunity to learn new techniques that will help entrepreneurs achieve their dreams. In return this experience will fulfill her desire to give back to the community.



8) Mohammed Kamel Osmane, General Manager of Medafco, Algeria

In 2001, he obtained his master degree in banking & international finance at the Banking High School of Algiers, and started to work for the BDL bank subdivision in charge of international banking guarantees.

In 2003 he obtained his master degree in political sciences and international relations, at the Institute of Political Sciences of Algiers, and became head of the international relations department for the BDL bank. In 2005 he succeeded his Graduate Diploma in “business intelligence and international development management” at the University Marc Bloch of Strasbourg.

In 2006 he prepared a Master degree in International Trade at the University Paris1 Pantheon-Sorbonne and worked for the international trade department of Natexis Banques Populaires in Paris.

In November 2007 he founded MédafCO-Développement a consulting network that acts for know-how and technology transfer to the South Mediterranean countries.

Since 2008 he is general manager of MédafCO-Consulting and in the same times is preparing a PHD economics at the University Paris1 Pantheon-Sorbonne.



9) Ahmad Laiali, Entrepreneurship Support Manager at TIEC, Egypt

Ahmad holds Bachelor of Science (Ain Shams University) and MIBA (Ecole Superior Liber des Science commercial Appliqué-Paris). He is a Certified Incubator Manager - National business Incubation Assoc (NBIA- Athens, Ohio. with 14 Years of Experience, 6 of them as BD Manager. He also has vast experience of international assignments covering EU, USA, Japan, Gulf countries including 4 years of Government exposure leading National initiatives within the ICT with local key players e.g. Cairo University, Alexandria University, Assiut University as well as leading global Technology owners, e.g. Intel, Microsoft, Google, Nokia, Rim along with Mobile Operators as Vodafone & Etisalat.

Ahmad has vast experience in supporting Start-ups and SME's and in 2008 become manager of the Egypt ICT Incubation Network, including 4 Million US\$ Angel Fund supporting 5 ICT Incubation Centers 3 of them within Universities with 30 start-ups. In this role Ahmad's effort has been recognized by the Government of the USA & EU for supporting the Entrepreneurship Programs.

Currently, Ahmad is involved in various initiatives focusing on entrepreneurship ecosystem in Egypt. He is also a board member of "EFEG"; Egyptian Federation for Electronic Games and of the "Egyptian Euro African Asian for Human Rights"