



Husni Khuffash

Business Development | Growth Management | Technology

A creative strategist with a proven track record of orchestrating impactful initiatives that drive business growth and surpass all established objectives. Proficient in identifying and capitalizing on opportunities for business growth and transformation, resulting in substantial revenue increases and sustainable organizational success. Highly committed professional with remarkable skills in communication, negotiation, problem-solving, and relationship management, excelling in complex, matrixed environments.

Professional Experience

○ MENA Managing Director - aiXplain | 2024 – Present

aiXplain is a Silicon Valley-headquartered company offering the best AI solutions, marketplace, and professional services with very strong IPs. As the first commercial leader for aiXplain globally and MENA managing director, my role is:

- Build the go-to-market strategy for MENA.
- Ensure that products meet the market's potential and needs.
- Build the commercial, technical, business development, and after-sales support teams.
- Manage the P&L of the business.
- Creating and growing the ecosystem, including managing partners, alliances, and business integrators.

○ Partner / MENA Lead, EY - Dubai, UAE | 2020 – 2023

- Spearheaded the commercial strategy for Managed Services & Digital Transformation across MENA markets, formulating short and long-term plans to drive growth, revenue, and market awareness.
- Led cross-functional teams in delivering tailored digital transformation consulting and managed services solutions to enterprise clients, achieving significant business outcomes and fostering operational excellence.
- Oversaw business development, marketing, sales, partner management, and client relations, continuously evolving the service portfolio to meet evolving client needs while ensuring customer satisfaction and revenue growth.

○ Chief Business Officer, Mawdoo3.com – Dubai, UAE | 2018 – 2020

- Pioneered and elevated the strategic direction, overseeing all aspects of the organization encompassing commercial, financial, and technological dimensions. This leadership drove innovation, revenue enhancement, and overall organizational expansion, product expansion and increase revenue generation.
- Strategized and implemented creative initiatives for business growth across diverse regions, constructing resilient pipelines, cultivating strategic alliances and partnership, and propelling annual revenue growth.

○ Co-Founder, Almentor.net – Dubai, UAE | 2016 – 2019

- Conceived and founded the organization from scratch upon recognizing an unmet need in the MENA region, taking charge of all commercial and financial aspects from the very beginning and catalyzing its profitability.
- Spearheaded the product strategy and its trajectory, guided the product roadmap and vision, orchestrated impactful go-to-market initiatives, perpetually refined the product portfolio, and cultivated a substantial user community.
- Instituted the overarching business development strategy, leading efforts in marketing, partner engagement, and customer acquisition, resulting in the establishment of a robust client base and consistent year-over-year revenue growth.

○ Deputy Managing Director - Digital, ITP – Dubai, UAE | 2013 – 2015

- Co-directed a portfolio of 60+ digital assets with multi-million yearly revenue, steering business and technology transformation, business development, and partnership management.
- Established key performance indicators and conducted regular performance analysis to optimize digital strategies, enhancing user adoption traffic, and engagement

○ General Manager, Microsoft – Amman, Jordan | 2011 – 2013

- Established the overall strategic direction with full P&L responsibility for Microsoft in Jordan, presiding over all people, sales, marketing, partnership, products, and services.
- Planned and delivered impactful business development, sales, marketing, and GTM strategies, generating steady market share growth and magnifying revenue.
- Passionately promotes sustainability to positively impact the environment collaborating with the Jordanian government for meaningful initiatives.

○ Regional Manager, Google – UAE, Lower Gulf and Levant | 2006 – 2010

- Strategized and executed go-to-market strategies across multiple MENA markets (segmentation, positioning, pricing, marketing, sales, and channel approach), generating impressive revenue.
- Scrutinized market trends, KPIs, and customer insights to develop market-specific sales, marketing, and customer acquisition strategies, delivering impressive ROI and outperforming 100% of objectives.
- Recruited, mentored, and scaled teams across the MENA, developed supporting processes and tools and steadily boosted overall performance.
- An ardent promoter of sustainability, motivated by a profound aspiration to generate a favorable impact on the environment. Works alongside influential business leaders in the MENA area to advance meaningful initiatives.

○ Regional Manager, Maktoob Group – MENA | 2000 – 2005

- Established and steered GCC, Levant, and North Africa operations, devised groundbreaking marketing and sales strategies, and grew revenue by 1,000%, gaining the largest share of the online advertising business in MENA. Acquired by Yahoo! in the largest acquisition deal within the area during that period.

Contact

Phone

 +966 55 746 8625
 +971 56 402 2831
 +1 (437) 777-3001

Email

husni@khuffash.com

Bilingual (English & Arabic)

Business Development
Client Focus
Change Management Cross-functional
Leadership Customer Relationship Management
Digital Transformation, Technology
Managed Services
Alliances & Partnership Management
Linking Technology and Business
Digital Advertising
New Market Development
Operations Governance
Partnership Management
Process Optimization
Digital Media Revenue
Sales Management
Strategic Planning
Territory Mapping

Education

Executive MBA | 2010
London Business School (Joint program with Columbia University)

Bachelor's in Law | 1994
Amman University

